

MERIT 

Reward. Engage





MERIT 

How do you ensure that passengers stay loyal and connected to your airline despite the current restrictions?



How do you reward high performing employees to encourage and motivate them during difficult times?

MERIT 



Merit is a global technology company that provides businesses with engagement technologies.

Our services are catered towards helping enterprises & multinationals -



### Reward Loyal Customers

Ensure your customers feel appreciated and stay connected to your airline by rewarding them with a variety of offers, discounts, and benefits to choose from.



### Engage Employees during COVID-19 Crisis

Encourage best behaviours and create communication in the company via peer2peer recognition, non-monetary incentives, wall of fame tools etc.



The background of the slide is a dense, overlapping pattern of US one-dollar bills. The bills are oriented in various directions, creating a textured, busy appearance. The text is overlaid on a semi-transparent dark grey rectangular area in the center.

## The Problem

Companies spend millions of dollars annually on loyalty programmes and hiring and retaining talents

**BUT**

**ENGAGEMENT AND RETENTION RATE REMAIN VERY LOW**



# How? AGILE

Adapt quickly to the "new normal"

- digital incentives
- lower points rewards
- segmented campaigns (First, Premium...)



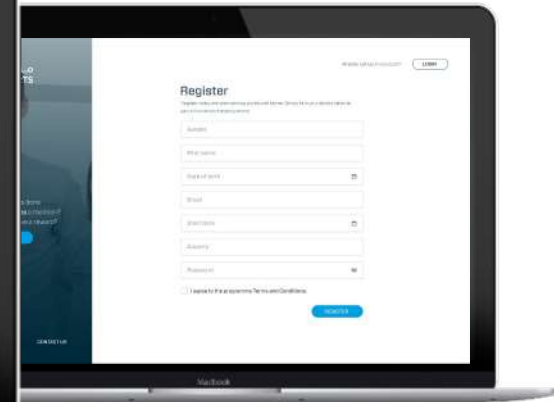
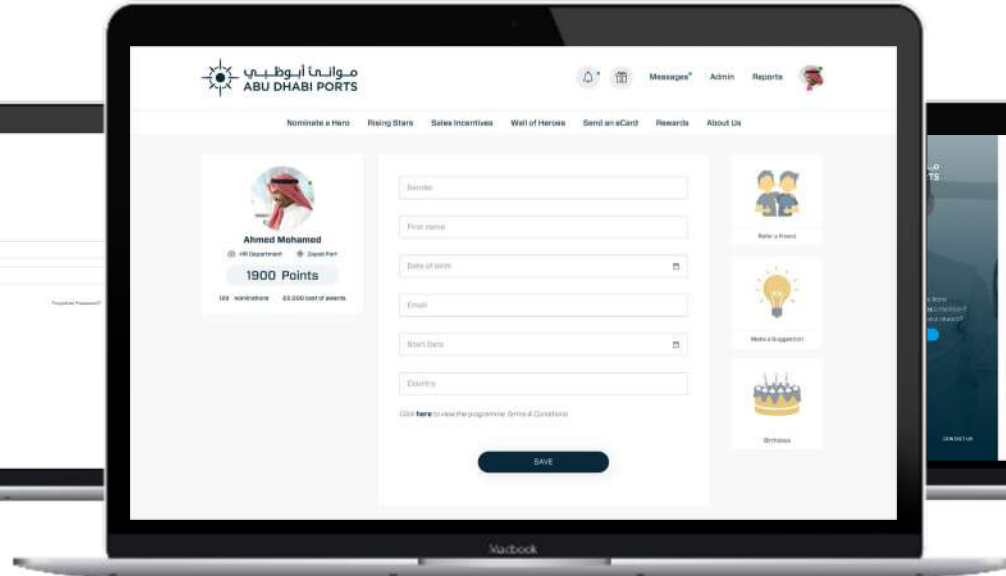
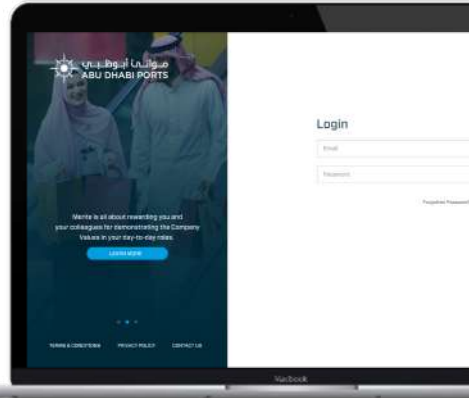


# How? KEEP

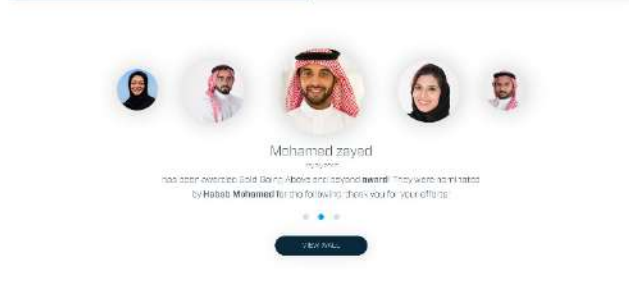
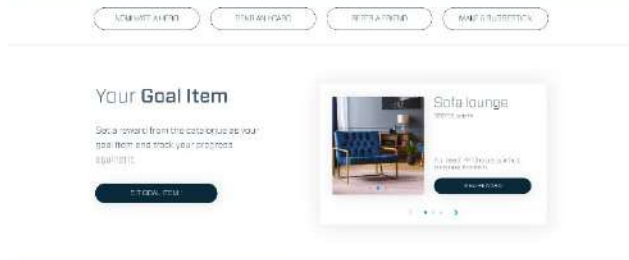
- The culture of your business conducive to:
- Encourage new ideas
  - Instant communication
  - Instant rewards

# THE SOLUTION

A custom-made, white label, plug & play solution that gives your passengers and employees the autonomy to select their own rewards locally, or worldwide, from a user-friendly digital network.







# KEY FEATURES

- CUSTOMER LOYALTY: adaptative business rules, tiers, analytics, miles exchange...
- EMPLOYEE ENGAGEMENT: Manager to Employee & peer 2 peer recognition, Wall of Fame, Non-monetary e-cards...

# YOU DECIDE

Merit Incentives allows your business to decide how points are allocated based on outputs, such as: performance, behaviours, anniversaries, innovation, flexible benefits, wellness...

The screenshot displays the HASSAD website's 'Laptop and IT Accessories' page. The page features a navigation bar with 'My Wallet' and 'My Account' options, and a search bar. Below the navigation, there are filters for 'ALL CATEGORIES', 'GIFT CARDS', 'OFFERS', 'SHOP', 'TRAVEL', and 'HASSAD PARTNERS'. The main content area is titled 'Laptop and IT Accessories - All' and includes a 'Choose from the top brands' section with logos for Apple, SAMSUNG, SONY, hp, and Lenovo. There are also 'eCards' for Digital Hassad card and iTunes eGift CARD. A 'Trending Discounts' section shows four laptop models with their respective prices and point values. The footer contains social media icons and contact information.

My Wallet My Account

Search Small Media Available Points 20,952

ALL CATEGORIES GIFT CARDS OFFERS SHOP TRAVEL HASSAD PARTNERS

Home > Offers > Electronics & Communication > Laptop and IT Accessories

Laptop and IT Accessories - All

Choose from the top brands

Apple SAMSUNG SONY hp Lenovo

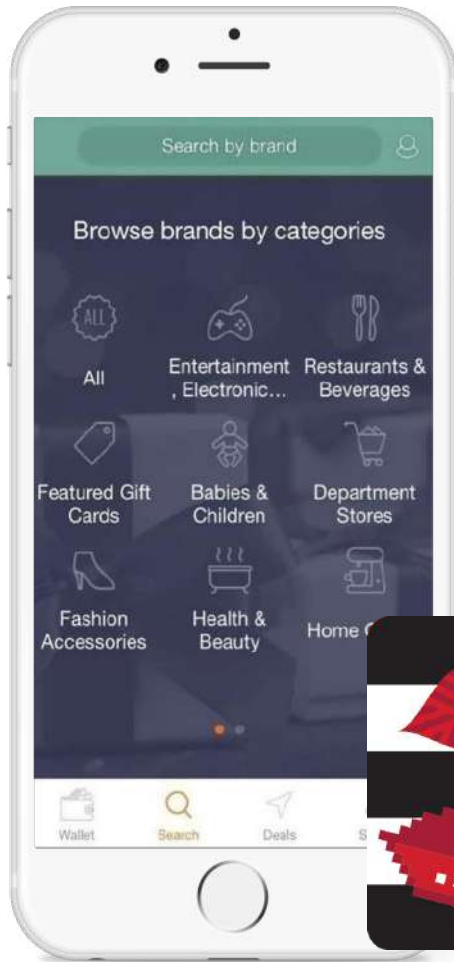
eCards

Digital Hassad card iTunes eGift CARD

Trending Discounts

Product	Price (SAR)	Points
MacBook Pro 16"	SAR 10280 (SAR 10800) 27% off	1610 Points (SAR 615) Expires 21 Oct, 2020
15-DW0359w Laptop	SAR 3765 (SAR 3820) 15% off	1878 Points (SAR 679) Expires 21 Oct, 2020
MacPad 3 14P103 Laptop	SAR 785 (SAR 800) 19% off	1398 Points (SAR 77) Expires 21 Oct, 2020
Surface Pro 7 with 12.3-inch	SAR 777 (SAR 800) 29% off	1354 Points (SAR 77) Expires 21 Oct, 2020

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## THE POWER OF CHOICE

Whether it's a retail gift card, an iPhone, or a complimentary leisure activity, we ensure deserving & loyal people get worthy rewards based on their accumulated points.





# Worldwide Redemption

Merit is the first closed-loop loyalty platform that allows users to redeem their rewards worldwide.

For example, if an employee in the UK can redeem an offer or gift card on their holiday in Singapore or send rewards back home to India.

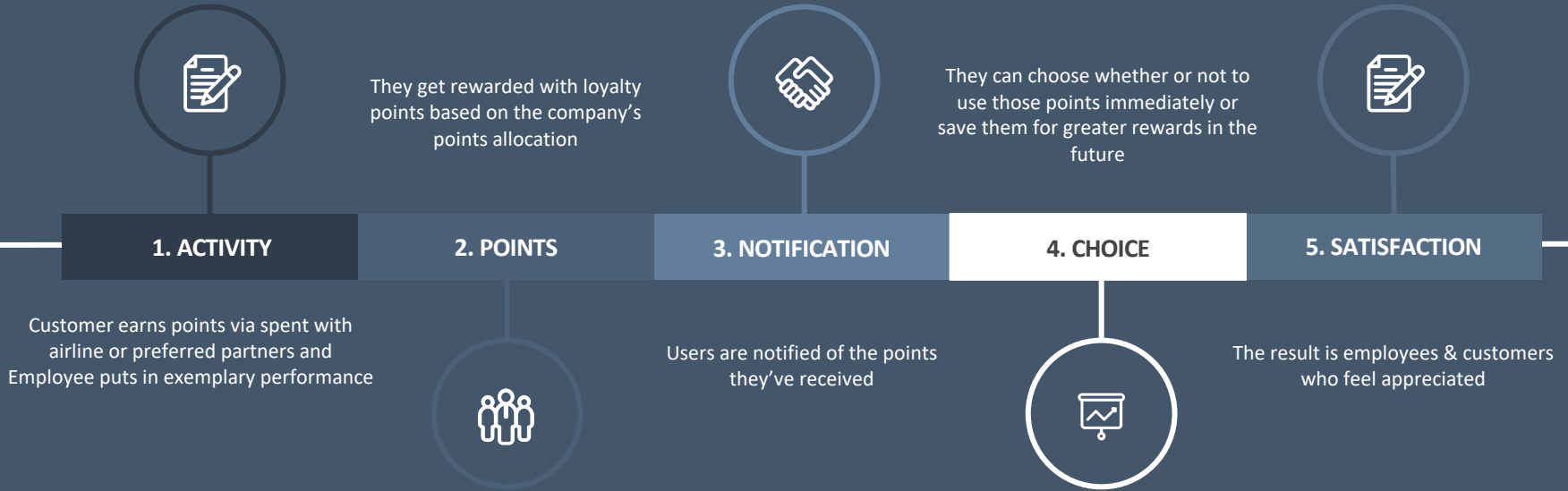
**3,000+**

**Brands  
Worldwide**

**60+**

**Countries**

# HOW IT WORKS | USER JOURNEY



# SUBSCRIPTION FEES



**CUSTOMER & EMPLOYEE ENGAGEMENT**

**SUBSCRIPTION  
MODEL  
/MONTH  
(PER USER)**

MIN. \$2,500/MONTH  
SET-UP & ONGOING FEES



**REWARDS & INCENTIVES**

**REWARDS  
BUDGET  
ONE TIME SETUP  
FEE + ONGOING**

ANNUAL PREPAID POINTS  
PACKAGE TOPPED UP  
PERIODICALLY



**BOTH (PREPAID)**

**ACCOUNT MANAGER  
ASSISTANCE**

PREPAID HOURS PACKAGE OR  
PER CAMPAIGN



# Our Clients



+2,500

Well Known Retailers  
Worldwide

+500

Corporate Clients  
Worldwide



# OUR TEAM

We are proud of our diverse & dynamic team. Building a multi-faceted work-force with different backgrounds, perspectives, and cultures was integral to our core understanding of human needs. The objective is to represent our users, to ensure that everyone feels included and catered for.



# OUR AWARDS



**EY**  
Building a better working world

**EY Entrepreneurial Winning Women™**  
Calling women entrepreneurs with big plans



**La FRENCH TECH**

FRENCH CREATIVE ENTREPRENEUR AWARDS 2016  
WINNER



**INNOVATORS**  
TOP 12 UP AND COMING COMPANIES



2011



venture labs

**WINNER**

INDUSTRY ENTREPRENEUR



**IA** Incentive Awards 2019



**Forbes** Middle East

TOP 100 MOST INNOVATIVE STARTUPS IN THE ARAB WORLD 2017  
WINNER



**Forbes** Middle East

THE MOST PROMISING STARTUPS IN THE MIDDLE EAST 2018  
WINNER



Microsoft

**PLUG AND PLAY**





Thank You

Contact us at  
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