



DIGIPANDA™



PANDA CARD

**Discount Card for
Chinese Visitors to the
UK**



- Objective
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- UI sample
- Marketing
- Pricing for Panda Card in China
- Panda Card's sales channels in China
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Objective

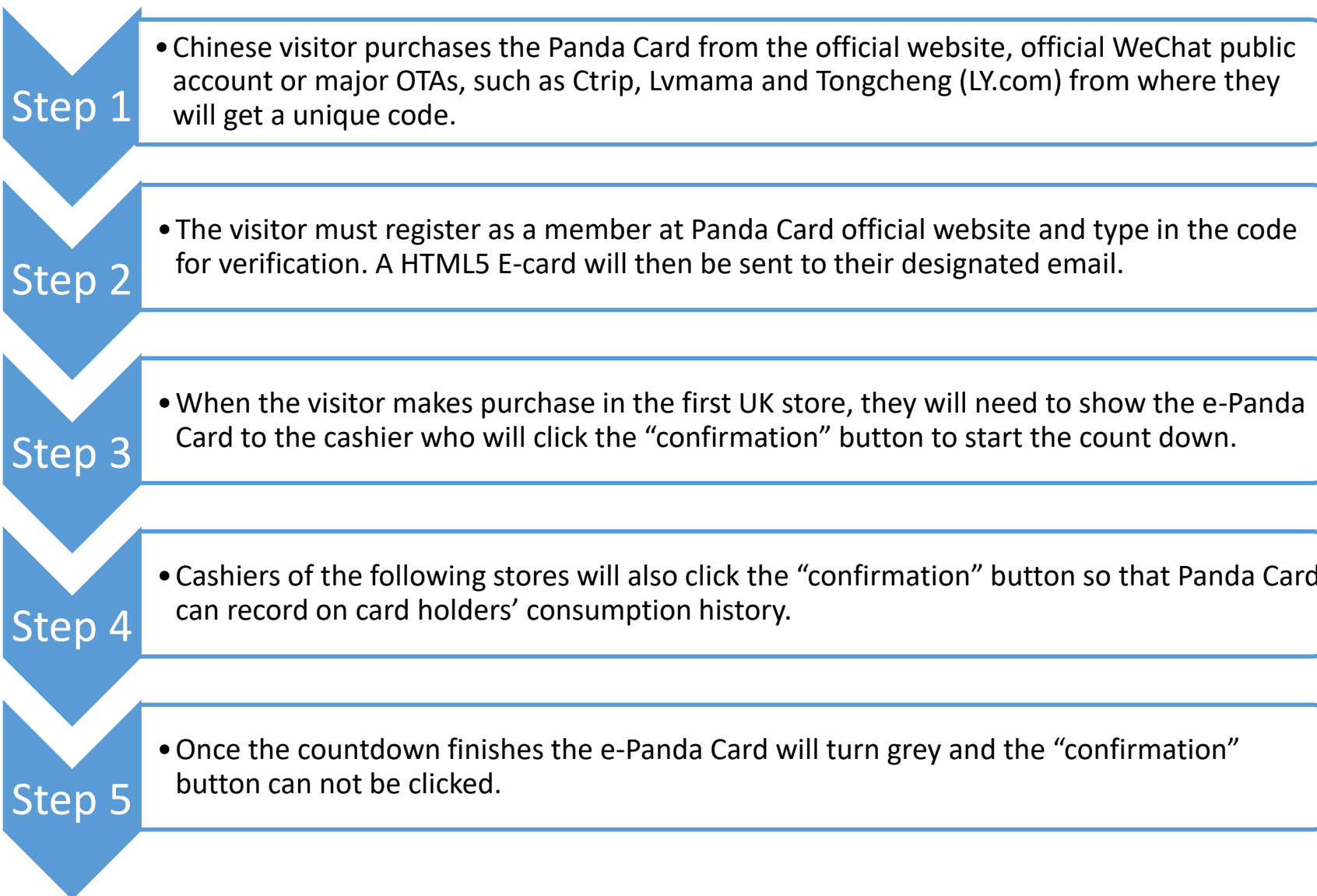


- Build up or improve member companies' brand awareness and reputation among Chinese visitors
- Provide one-stop comprehensive information about UK tourism to Chinese visitors
- Motivate Chinese visitors to spend more with member companies through discounts/offers.

The Panda Card will be presented as an Electronic Card in HTML5 format with the following functions:

- Card display
- The countdown will be set off by the cashier of the first store that the card holder uses it
- Brief introduction of member companies (logo, image, business introduction, contact details, discount offered, map)
- Card holder can choose from the list of member companies to buy both online and offline
- When a card holder makes an online purchase they can enjoy the discount only by following the link from Panda Card's official website to the concerned page of member companies' website
- Monthly statistics (sales volume and usage of Panda Card, etc.)

How will Chinese visitors use it offline?



How will Chinese visitors use it online?

Step 1

- Chinese visitor buy Panda Card from official website, official WeChat public account or major OTAs such as Ctrip, Lvmama and Tongcheng, from where they will get a unique code.

Step 2

- The visitor needs to register as a member at Panda Card official website and type in the code for verification. A HTML5 E-card will be then be sent to their designated email. The card is valid for 12 months offline.

Step 3

- The card holder can enjoy agreed discounts offered by member companies only by following the link from Panda Card official website to concerned member company official website.

Digipanda suggests that member companies have a separate “pay online” page with the discounted Panda price. 1) The page will only be accessible from a link from Panda Card official website. 2) Digipanda will assist member companies incorporate Alipay and WeChat pay; the two most popular mobile and third party payment solutions in China.



City Filtering:

London, Edinburgh, Manchester,
Liverpool, Birmingham,
Cambridge, Oxford, Bath,
Brighton, Bristol, Portsmouth,
Cardiff, Swansea, Glasgow,
Aberdeen, Belfast, Highland,
Cotswolds.....

Sector Filtering:

Attractions, Experiences, Dining,
Accommodation, Retail,
Entertainment, Transportation,
Services (FX, insurance,
telecommunications)

Marketing



Panda Card official accounts will be set up and run on major social media platforms Weibo, WeChat and Today's Headline.



Sina Weibo

A Panda Card account will be set up on Sina Weibo which is China's equivalent of Twitter. Sina Weibo (NASDAQ: WB) is a Chinese microblogging website. It was launched by Sina Corporation on 14 August 2009 and one of the most popular social media platforms in China. As of Q2 2018, Sina Weibo has over 431 million monthly active users.



WeChat

A service Panda Card public account will be set up on WeChat. WeChat is a multi-purpose messaging, social media and mobile payment app developed by Tencent. By 2018 it was one of the world's largest standalone mobile apps by monthly active users with over 1 billion monthly active users. Described as one of the world's most powerful apps by Forbes it is also known as China's "app for everything".



Today's Headline

A fast rising new social media platform in China. By Q2 2018, its daily active users surpassed 200 million. An average user stays with it for 76 minutes per day. Its advantages: 1) Personalised recommendations based on user interests, 2) High quality content recommended by cutting edge algorithm. 3) Continuously and actively pushes targeted content to the user.

Pricing for Panda Card Users in China

Price of Panda Card

Product	Price (RMB Yuan)	Target Audience
1 week card	28	Chinese visitors
2 week card	38	
3 week card	48	
Year card	118	Chinese students in UK

The pricing is based on an average meal in UK costing £15. A cardholder will be able to see a return on investment from two meals during their stay in UK.

Sales Channel for Panda Card in China

Panda Card will be sold on its official website (digipanda.cn), official WeChat account, WeChat Moment, as well as at least TWO of the following major OTAs:



- China's biggest OTA, with a market share of 65.2%
- Founded in 1999, 30,000 employees throughout China
- Headquartered in Shanghai, branch offices in 18 other major cities
- Provides travel services to more than **300 million** members via both online and traditional travel services.
- Online and offline resource integration creates complete travel service chain.
- 3 million accumulated APP downloads
- The Ctrip outbound service user scale equivalently to **among every 5 Chinese outbound travelers, one books on the Ctrip platform.**



- One of the top 20 Tourism Groups in China and one of the top 5 business groups in China's travel industry.
- Founded in 2004 and headquartered in Suzhou.
- One of the leaders in admission tickets booking market for attractions and cruise travel in China.
- One of the online booking platforms in terms of users pool in the industry.
- Its website www.LY.com and app serve 300 million people every year.
- 5.1% of China's online travel market share.



- One of the top 20 Tourism Groups in China, leading brand in the sector of self-guided tour and pioneer of attraction tickets online booking model.
- One of the leaders in attraction tickets booking and cruise travel in China.
- Founded in 2008 and headquartered in Shanghai. It owns over 1000 offline stores.
- Its website lvmama.com has over 70 million registered users.

Benefits for UK member companies

- Company brief appears in Panda Card official website as well as HTML5 E-Card.
- Member companies can promote their products and services by contributing content to Panda Card's accounts on Weibo, WeChat and Today's Headlines.
- As Ctrip, Lvmama and Tongcheng (LY.com) have agreed to sell the Panda Card member companies will be able to have indirect presence on these platforms.
- Increase online sales from Chinese visitors as Panda Card official website will direct traffic to member companies' "pay online" page.
- Monthly reporting.

DIFFERENT LEVELS OF ANNUAL MEMBERSHIP SUBSCRIPTION RATE

According to VisitBritain Statistics, London, Edinburgh, Manchester, Cambridge and Oxford are the top 5 destinations for Chinese visitors.

Our membership will have three levels according to the number of Chinese visitors different regions have:

Level 1: London

Level 2: Edinburgh, Manchester, Cambridge, Oxford.

Top towns and cities visited (2014-2016 average)

Town	Overnight visits (000s)
London	144
Edinburgh	35
Manchester	23
Cambridge	14
Oxford	13

ANNUAL MEMBERSHIP SUBSCRIPTION RATE FOR BUSINESSES BY NUMBER OF EMPLOYEES

Membership Fee for London Businesses and businesses with cross UK presence

Number of Employees	Subscription (£)	One off Registration fee	VAT	Total
1-12	600	50	130	780
13-100	1200	50	250	1500
101-250	1800	50	370	2220
251 and above	2400	50	490	2940

For the first 50 members membership will run for 12 months from the date of the official launch of the Panda Card. For other members, membership will run for 12 months from the date of joining.

MEMBERSHIP OFFERS

Pay by Direct Debit - 5% discount in year one and two, 7.5% in year three and 10% in year four and thereafter. Your first year's subscription must be paid by BACS.

ANNUAL MEMBERSHIP SUBSCRIPTION RATE FOR BUSINESSES BY NUMBER OF EMPLOYEES

Membership Fee for Businesses in Edinburgh, Manchester, Cambridge and Oxford

Number of Employees	Subscription (£)	One off Registration fee	VAT	Total
1-12	300	50	70	420
13-100	600	50	130	780
101-250	900	50	190	1140
251 and above	1200	50	250	1500

For the first 50 members membership will run for 12 months from the date of the official launch of the Panda Card. For other members, membership will run for 12 months from the date of joining.

MEMBERSHIP OFFERS

Pay by Direct Debit - 5% discount in year one and two, 7.5% in year three and 10% in year four and thereafter. Your first year's subscription must be paid by BACS.

ANNUAL MEMBERSHIP SUBSCRIPTION RATE FOR BUSINESSES BY NUMBER OF EMPLOYEES

Membership Fee for Businesses in areas other than London, Edinburgh, Manchester, Cambridge and Oxford

Number of Employees	Subscription (£)	One off Registration fee	VAT	Total
1-12	200	50	50	300
13-100	400	50	90	540
101-250	600	50	130	780
251 and above	800	50	170	1020

For the first 50 members membership will run for 12 months from the date of the official launch of the Panda Card. For other members, membership will run for 12 months from the date of joining.

MEMBERSHIP OFFERS

Pay by Direct Debit - 5% discount in year one and two, 7.5% in year three and 10% in year four and thereafter. Your first year's subscription must be paid by BACS.

About Digipanda

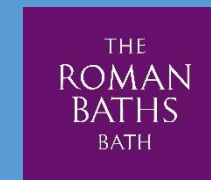


- Founded in **2014**
- Based in London
- Dedicated to helping UK businesses promote in China
- Focusing on three sectors: Education, Travel & Tourism and High-end Services

We are partnering with the following OTAs and Travel media in China:



Our clients include:



Contact



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Thank You!



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