



OVERVIEW

Red Mango of Puerto Rico is a fast-growing yogurt store and health food chain that is part of over 200  eMobilePOS[®] locations nationwide. Zagat ranked Red Mango #1 twice in the “Best Smoothie/Frozen Yogurt” and “Top Healthy Options within the Quick Refreshments Chains” categories. Red Mango of Puerto Rico uses our gift and loyalty system integrated with eMobilePOS, an all-in-one mobile point-of-sale (POS) and inventory management system for iPhone, iPod and iPad. The company runs the system or both gift and rewards applications under their Club Mango brand and private labeled their website to give patrons the ability to activate new loyalty accounts and login to check balances directly over www.redmangopr.com. Patrons with USA based wireless carriers can also text “mango” to 55678 and register by smart phone.

BIRTHDAY PROMOTION

In addition to a \$2.00 reward loaded into patron accounts upon loyalty account activation, Red Mango utilizes a widget balance called “Small Yogurt” and provides patrons with 1 free Small Yogurt on their birthday, which expires after 1 month. The Birthday promotion alone has generated over 700 automated Happy Birthday emails during 2014 and has averaged over 40% redemption rate and close to \$1,000 in monthly sales during 2014.



AUTOMATED BIRTHDAY EMAIL 3 MONTH SNAPSHOT

Period ▼	# of Patrons Emailed	Visited within 30-Days	Visited within 30-Days %	Sales within 30-Days
Sep, 2014	138	51	36.9%	\$1,431.50
Aug, 2014	90	34	37.8%	\$1,083.03
Jul, 2014	68	30	44.1%	\$763.62

LOYALTY PERFORMANCE METRICS

Active Members: 3,556
 Total Sales: \$343,990.79
 Average Ticket: \$10.22
 Rewards Breakage: 69.2%
 Small Yogurt Breakage: 61.5%

* Data based on 3 locations in Puerto Rico during an 8 month period ending December 31, 2014.

Mario Alverio, Master Franchisor

“The loyalty system provides an exceptional degree of simplicity and transparency in rewards currency that gets customers really excited about their Red Mango relationship,” Alverio says. “We can automate key marketing functions at nominal cost to drive added frequency. There is so much we can do with the system and we’re thrilled it’s now integrated with eMobilePOS.”