



نقطة

NUGTTAH.

A Lack of Differentiation

Saudi Arabia, In 2015:



2,000
Coffee Shops

+75% being
large chains



Saudi Arabia, Today:



8,000
Coffee Shops

With only 25%
being large
chains



Establishing Customer **Consistency**

The clear way to create consistent customers is through a **reward program**. Loyalty programs allow owners to reward daily customers and build up more of them—**however...**

Not Practical

It is difficult to implement a loyalty card program—wasting valuable resources and time

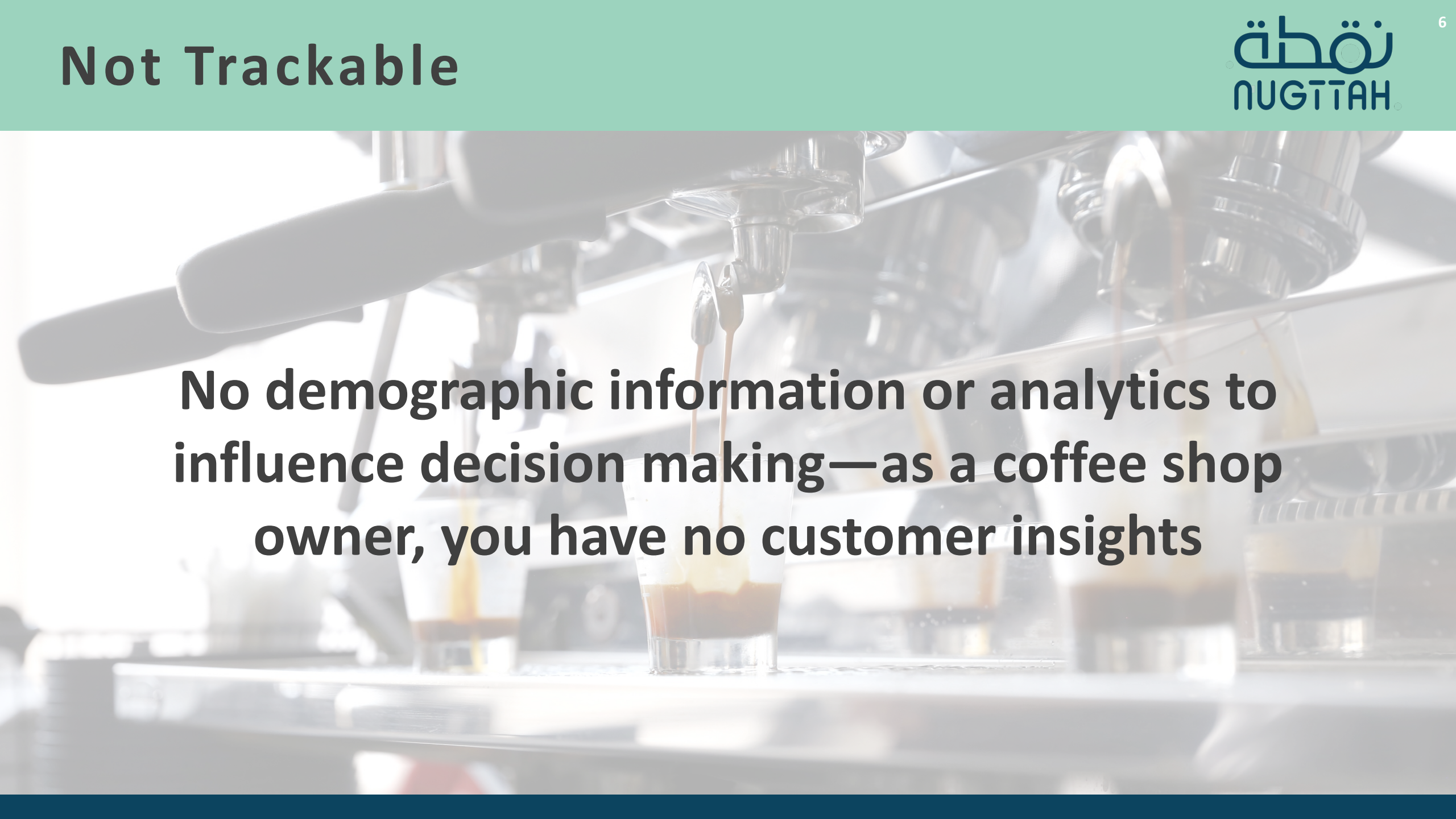
*Not practicable or trackable at small scale,
with customers losing physical cards*

**No established communication
channel to their customers**

*Can't reach out regarding promotions,
or if they lose their loyalty card, etc.*

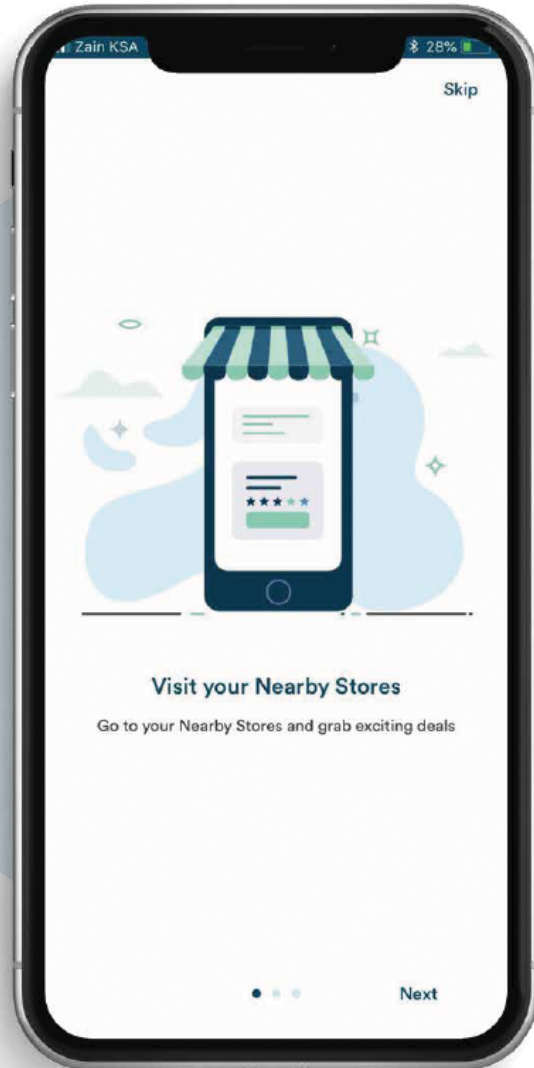


Not Trackable



No demographic information or analytics to influence decision making—as a coffee shop owner, you have no customer insights

Welcome to Nugttah



+500PTS
+100PTS +800PTS
+800PTS
+500PTS

Nugttah allows owners to create custom loyalty programs in minutes.

Our mobile application connects locations with their customer base like never before: by keeping rewards cards on customers at all times, creating a direct promotional communication channel, and providing data driven customer-base insights to owners.

Order Ahead



With Nugttah's order ahead feature, customers will continue to automatically earn loyalty for their order ahead purchases.

COVID-19 concerns make Nugttah more valuable now than ever before



Ease and digitize engagement and rewards processes for customers



No need to communicate in store, your order is ready when you arrive



Completely hands-free, no need for gloves or worries of virus germs

Owner Dashboard



User Interface

- **Earn Points**
at Every Visit

- **Redeem Points**
for rewards you love



- **Find Places near**
you discover it's free offers
and loyalty program

- **Hear Updates** about your
favorite businesses



Non-Analytics Package

200/month, 6-month agreement

180/month, 1-year agreement

160/month, 2-year agreement



Premium Analytics Package

270/month, 6-month agreement

243/month, 1-year agreement

216/month, 2-year agreement

Additional Locations are billed at 400/year
8% commission charge on pick-up transactions

What's a Better Fit for You? *(examples)*

Points



1 point for each dollar spent, regardless of frequency



Better for a range of items with large variations in pricing



Customers are often surprised by rewards and offers



Customers do not keep track of their points balance

Stamps



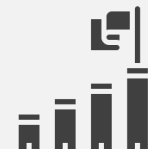
1 stamp for each purchase, regardless of price



Encourages more frequent smaller purchases



Very clear reward structure and offer timing



Customers are more likely to be aware of their stamps and goal

Option 1

Step 1

Business owner enters data in enrollment link, submits payment

Step 2

Owner then enters self-setup (Foodics). Helpdesk assists with any issues

Step 3

Process is completed in minutes and fully launched live same-day

Option 2

Step 1

Business owner enters data in enrollment link, submits payment

Step 2

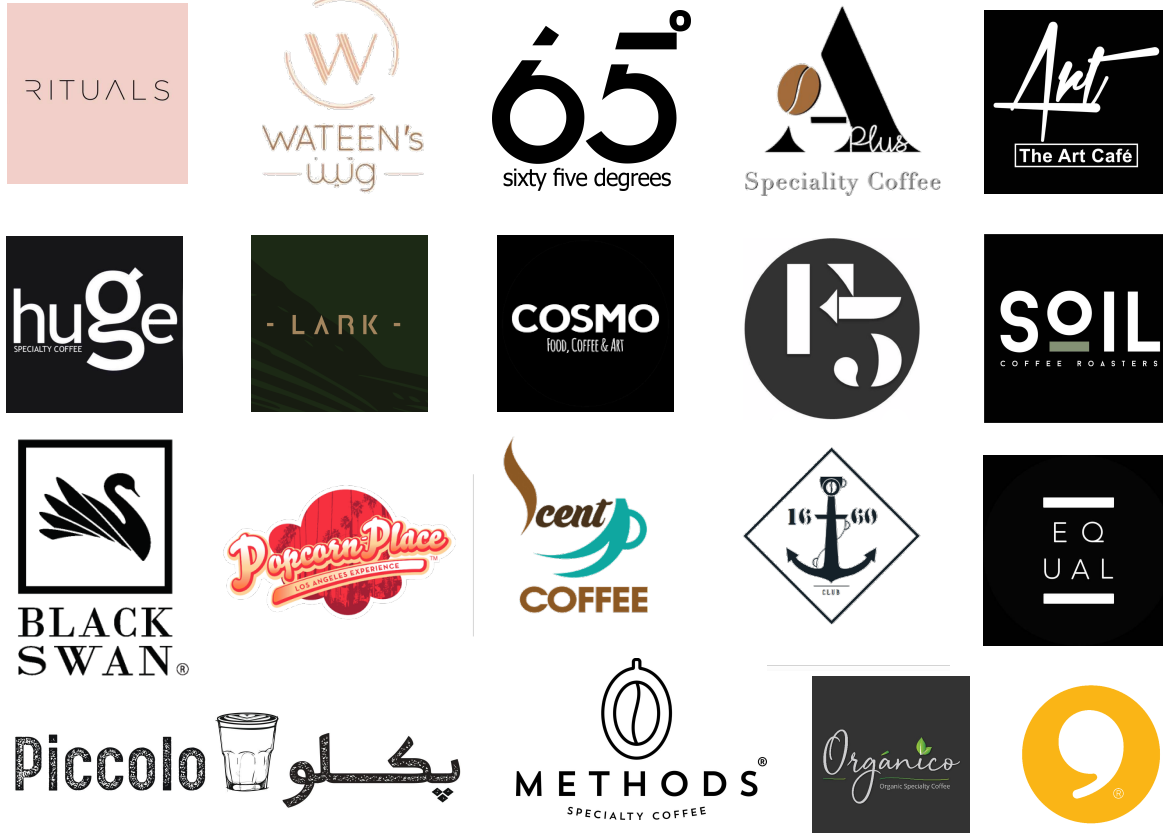
Nugttah integrates directly with Foodics POS system to collect set-up data

Step 3

Process is completed automatically and fully launched live same-day

Learn More Today

Here are some locations currently
using Nugttah:



Subscribe now at:
nugttah.com/subscribe

Message/call us on WhatsApp for
more information: +0534608000

For FAQ, please visit our helpdesk
at: nugttah.com/help