

Affinity Shopper at a glance

Generate a sustainable revenue stream without taking time out from your busy schedule.

Raise funds for your cause without having to rely on donations, or charitable events.

Have your own online business without any capital outlay or technical expertise.

Provide a valuable service to your community and members, whilst raising money for your cause.



Online shopping is at an all time high. A market now worth £24 billion. The average shopper spent £816 online last year, whilst 87% of shoppers say they will be buying products such as books, DVDs and CDs online in 2006. Affinity Shopper enables you to earn a sustainable revenue from everyday online purchases to support your cause or need.



Affinity Shopper is a powerful new online product that provides organisations with their very own free, personalised online shopping mall business. The mall directs shoppers to over 700 high street and well known retailers, who shoppers buy from directly, whilst the mall (owned by you or your organisation) receives a commission from every purchase made at no extra cost to the shopper. What's more, as your mall raises money from the everyday online purchases of your shoppers and supporters, the revenue potential is limitless.

REGISTRATION IS FREE, simple and straightforward and your malls personalised management centre provides you with all the material you need to promote and monitor your earnings.

Affinity Shopper is ideal for:

- Charities
 - Clubs
 - Schools
 - Associations
 - Home Workers
 - Webmasters
 - Entrepreneurs....
- just about ANYBODY!**

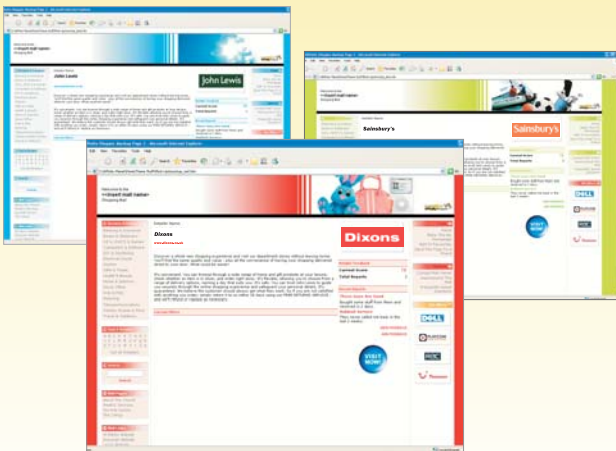
What is **Affinity Shopper**?

Affinity Shopper is a powerful new online product that empowers organisations and individuals with their very own free, personalised online shopping mall business. Affinity Shopper can be used to generate revenue streams from everyday consumer shopping at over 700 online High Street and well known retailers, as well providing a powerful communications tool. By directing visitors through your mall to their selected retailer, whom they buy from directly, you will receive a percentage commission on every purchase made. What's more, with online shopping at an all time high, the opportunity for you to increase contributions to your funds is immense.



“One in three people purchase items online several times each month, while four out of five buy books/music/tv/film products online”

-Source Affinity Planet



No software or technical expertise is needed, nor does Affinity Shopper require subscription. To operate a shopping mall you simply need to register online, and your mall is instantly operational. What's more, the service is completely **FREE**.

Affinity Shopper is brought to you by the team behind CharityDays, the award winning affinity UK ISP that has donated six figures sums to charities in the past four years. CharityDays works with over 150 charities including Oxfam, Cancer Research UK, and Friends Of The Earth.

Who should utilise the Advantages of **Affinity Shopper**?

Businesses, organisations (such as churches, schools, clubs and charities), and even individuals looking to generate an extra revenue stream can all benefit from Affinity Shopper. Additionally, Affinity Shopper is ideal for webmasters looking to harness the true financial value from their online traffic.

What is Fruutz, and how does it benefit my mall?



Fruutz is a versatile, yet simple, loyalty rewards club that gives members instant cash back returns from everyday purchases made online at any of the 700 plus retailers in your mall. The shopper receives cash back for every purchase they make online, giving them an extra incentive to shop regularly through your mall.

The features & benefits of **Affinity Shopper** **FREE:**



- ✓ **Free**
No cost of entry and no risk.
- ✓ **Instant Set Up**
Simply sign up and have your online shopping mall up and running instantly.
- ✓ **Fully Automatic**
Affinity Shopper technology is fully automated and means you can earn money while you sleep!
- ✓ **No programming experience required**
If you can use a mouse and have access to the internet you can have your own affinity shopper powered mall it's that simple!
- ✓ **Earn commission from online transactions**
Every time someone buys a product or service via your online mall you get paid a commission.
- ✓ **No limit to how much money you make**
The more people you tell about your shopping mall the more money you can earn - the sky's the limit!
- ✓ **Access to over 700 High St and branded retailers**
With access to retailers such as Sainsbury's, Dixon's, John Lewis, Direct Line, Woolworths and hundreds more the world is in your hands.
- ✓ **Integrated customer loyalty scheme**
With the Fruutz cash back reward club your customers are rewarded every time they make a purchase.
- ✓ **Fully integrated control centre with management & marketing tools**
Full control at your fingertips. Access to shopping statistics, mall traffic, retailer control, e-mail marketing tools, promotional materials.
- ✓ **On going referral scheme**
Become an Affinity Shopper Reseller by recommending it to others and earn commission on their customers too!
- ✓ **Category Control**
You decide what categories of retailers your mall carries, giving you complete flexibility as to what your visitors can see.
- ✓ **Add web site links**
With the web links tool, you can add and direct visitors to other useful and relevant sites on the Internet clearly and visibly within all your mall pages.
- ✓ **Fully upgradeable and scalable**
Get access to more powerful business tools by upgrading to Affinity Shopper Pro.

The features & benefits of **Affinity Shopper PRO**:



All the features and benefits of Affinity Shopper FREE, plus:

Choose the look and feel of your shopping mall

Affinity Shopper lets you choose the colour scheme from our range of innovative and eye-catching design templates.

Create and add your own web pages

Have your own web pages within your mall without the need for any technical knowledge or HTML experience whatsoever!

Fruutz Level Control

With Pro you can vary the level of your visitors Fruutz level reward, allowing you to alter the amount of rewards your customers receive on their purchases. The more you give away, the more customers you will attract!

Retailer Control

Not only can you control the categories your mall carries, you can individually select or deselect specific retailers, giving you complete control.

Frequently Asked questions:

How do I generate customers for my mall?

Let your supporters know about your mall as you would normally i.e. newsletters, e-mail, posters, websites, word of mouth etc. Also, contained within Affinity Shopper are an array of management reporting and marketing tools. Simply take the materials provided, and use the text for your next newsletter, which you can then e-mail or print using the provided templates.

Do people actually buy from me or direct from the retailer?

Shoppers buy directly from the retailer. Affinity Shopper's technology provides an online platform that allows people to buy via your personalised mall from any of over 700 high street and branded retailers. The customer decides where to shop by category, or name and then Affinity Shopper links them directly to the appropriate retailer.

Are items bought through my mall more expensive than elsewhere to cover the cost of the donation made?

Not at all. There are no hidden costs, or extra charges for using your mall. Purchases are made direct from the retailer at normal retail prices. In fact, supporters who have traditionally bought items from their local high street, may find that online shoppers benefit from special offers not seen in stores. The dividend you earn is a commission paid by the retailer on the percentage value of the product or service.

How much will I get when a customer buys something?

This varies on the type of product or service bought, and also the amount of commission given by the retailer. However, as Affinity Shopper offers volume traffic to our affiliate retailer partners, we obtain the highest levels of commission which we then share with you the mall owner. As a rough guide you may receive a fixed amount such as £10-£20 for someone taking out their car insurance, whereas if someone buys a DVD the commission would be a small percentage of the retail value.

Do I have to install any software on my computer at all?

No. Affinity Shopper is a completely online application and you and your customers access it via the Internet at your own unique website address.

How secure is online shopping?

Online shopping is one of the most secure methods of purchasing products today. Both the banking sector and credit card providers have invested heavily to secure transactions. What's more, as the purpose of your mall is to raise funds for your chosen cause, Affinity Shopper takes security very seriously and conforms to the highest standards of encryption.



Frequently Asked questions:

Can Affinity Shopper help me generate funds?

Affinity Shopper can help you grow your customer base in two ways. Firstly, making the right marketing tools available to you as the mall owner and secondly by communicating offers and incentives to your customers via the Fruutz loyalty scheme. What's more, your customers have the ability to recommend your mall to their friends as well, which will not only increase your revenue income, but also extend your exposure to a new supporter base.

How do I know how much money I am generating?

Within your Affinity Shopper mall is your own unique workplace. This contains all the relevant information relating to how many people are visiting the mall, the retailers they have visited and the amount of funds generated from each purchase.

Is there a limit to how much money I can generate through my Affinity Shopper Mall?

Not at all. The more people who buy products and services via your mall, the more money you will generate. Thus there is no limit to how much money you can generate.

Can I control the types of products available through my Mall?

Yes. Within your mall workplace you will be able to turn off, and on, any of the participating categories of retailers. This allows you to screen certain genres of retailers from your audience, i.e. adult goods, online casinos, and, alcoholic and nicotine products etc. As an additional functionality within the Affinity Shopper Pro version, mall owners are able to deselect specific retailers from within the categories without removing the entire class of providers. For example, you could remove a particular clothes label from your mall, or a specific electronics provider should you so wish.

What assurances do I have that I will receive the money I raise?

The team behind Affinity Shopper have a proven track record of over 5 years at paying out hundreds of thousands of pounds to affinity partners. We have worked with over 150 UK charities including some of the largest in the World, so you can be assured that every penny you earn through your mall will be transferred to you.

How do I set up my Affinity Shopper mall?

Simply sign up through our site www.affinityshopper.co.uk or any of our vertical market portals Registration is a simple process, which is quick and easy to perform.

For more information about Affinity Shopper,
Email: nathan@affinityplanet.com

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