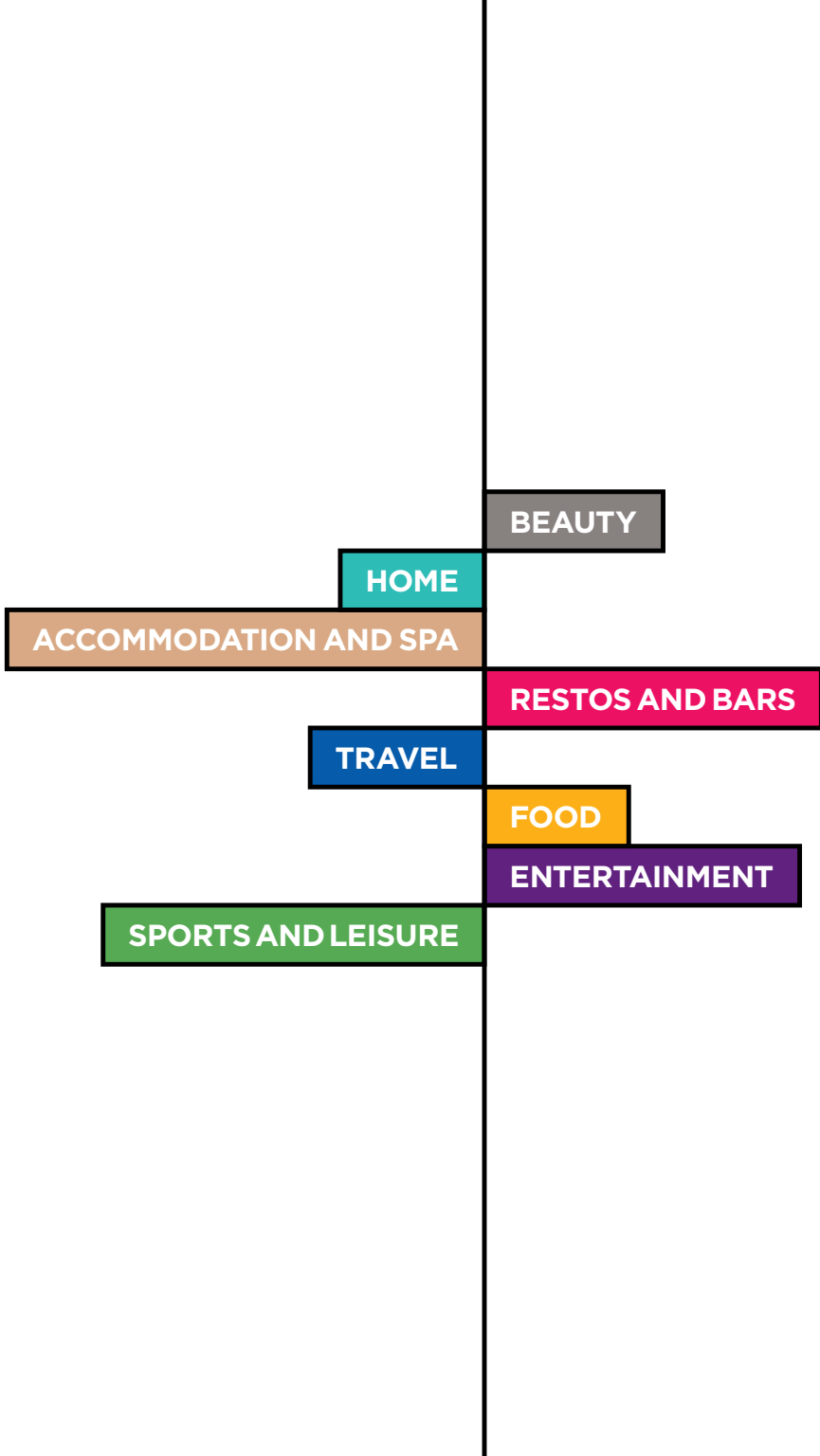




**BOUTIQUE  
NOOVO.CA**





**A NEW WAY TO PURCHASE  
AN ADVERTISING CAMPAIGN.**

**NO CASH INVESTMENT IS REQUIRED;  
EVERYTHING IS BASED ON THE EXCHANGE  
OF GOODS AND/OR SERVICES.**

# BOUTIQUE NOOVO

LOYALTY. SAVINGS. PERFORMANCE. EFFICIENCY.



You are a merchant  
You provide goods/services



You wish to obtain a multi-platform  
advertising campaign



You provide X value in your products or services

That will be sold on Boutique Noovo in the form of prepaid cards

That will be purchased by clients, members of Boutique Noovo

Members will receive a percentage in bonus value

And they will purchase your products/services with a prepaid card



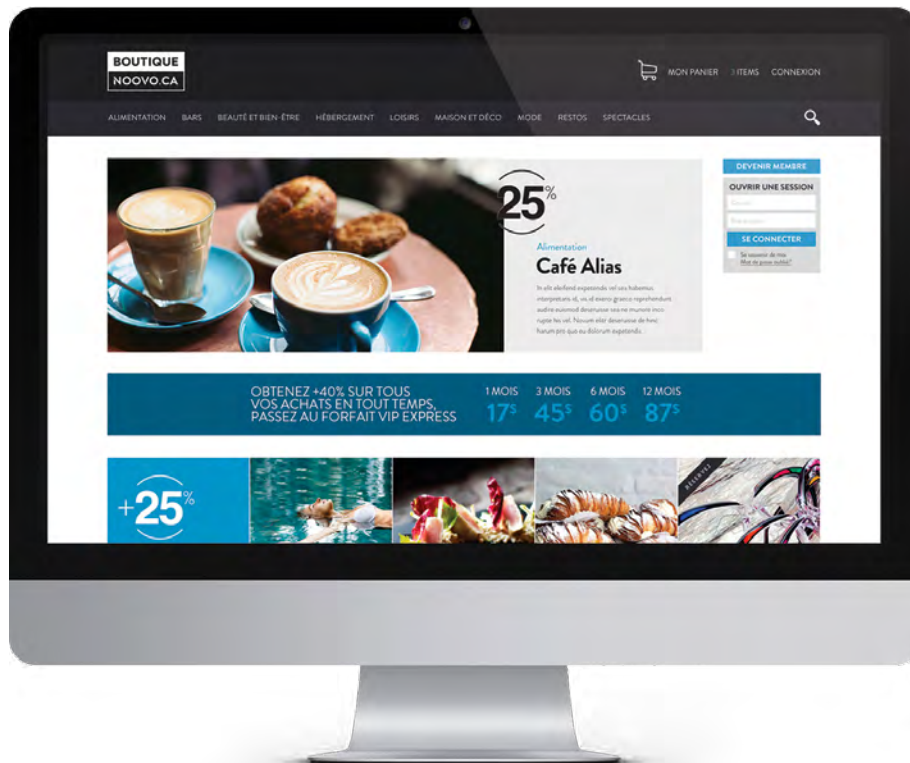
You obtain an advertising campaign on the Groupe V Media platforms without investing any cash

# HOW IT WORKS

Boutique Noovo is an online buying platform that allows its members to buy goods/services from various merchants, in the form of prepaid cards.

## MEMBERS ARE AWARDED A PERCENTAGE IN BONUS VALUE THAT CAN REACH 40% ON EACH PURCHASE

For example: For a \$100 purchased by a member from a merchant, the member can be as much as awarded \$140 to spend at that merchant location. As opposed to a discount, **the bonus value offers the member more for his money.** It's the most natural way to generate client interest.



The members buying on Boutique Noovo, will purchase the products/services directly at the merchant location using their prepaid card.

The amount attributed in prepaid cards corresponds to the value offered in exchange by the merchant.

### **TURNKEY SERVICE**

Card issuing and management.

Installation of the prepaid card payment software, compatible with the merchant's payment terminal.

Promotion of the merchant's offer on the Groupe V Media platforms and on Boutique Noovo.



# PROMOTION

With Boutique Noovo, you obtain the advertising exposure you need on the Groupe V Media platforms.



## **YOUR ADVERTISING CAMPAIGN IN YOUR IMAGE ON OUR PLATFORMS**

Television exposure on V, MAX or MusiquePlus\*  
(15 or 30-second TV spot)

Visibility on our social networks (sharing of posts)\*

## **B**

## **OUR ADVERTISING CAMPAIGN TO PROMOTE BOUTIQUE NOOVO**

Promotional campaign on V, MAX or MusiquePlus and on Noovo.ca



## **YOUR PRESENCE ON BOUTIQUE NOOVO**

Newsletters to members

Promotion of your business (photos, video, offers)

\* According to the package selected by the merchant.





# BENEFITS

## FOR THE MERCHANT

### **GREATER VISIBILITY WITH NO CASH INVESTMENT THAT DELIVERS CLIENTS WHO CONSUME YOUR PRODUCTS/SERVICES**

No cash investment, everything is done on an exchange basis.

You obtain a campaign with measurable impact: sales in your place of business.

You receive a customized advertising campaign as part of a unique customer loyalty program.

You will benefit, free of charge, from the ongoing Boutique Noovo promotional campaign.

You will obtain visibility on television, a medium recognized for its awareness-building capabilities, its vast reach and the quality and high level of receptiveness of its audience.

You will be promoting your business using a medium that reaches your target market: we have selected your products/services because we recommend them to our viewers and users.

You will receive a campaign with a value almost 3 times bigger than your basic costs in products/services.

Presentation of a geolocation report of your prepaid card buyers at the expiration of the offer.

## PLEASE NOTE

Prepaid cards may not be used to pay tips.

The amount paid by the member has no usage limit as long as the merchant is still in business.

The bonus value is valid for a period of one year.

## FOR THE MEMBER

### A VALUE-ADDED CARD THAT'S EASY TO USE

Obtain the amount spent with a bonus value as high as 40%.

Own a unique card: a prepaid and personalized card that contains all your purchases made on Boutique Noovo.

Hold a prepaid card which is not subject to any restriction.

A relationship of trust with a medium that promotes businesses it endorses and recommends to its viewers and users.



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