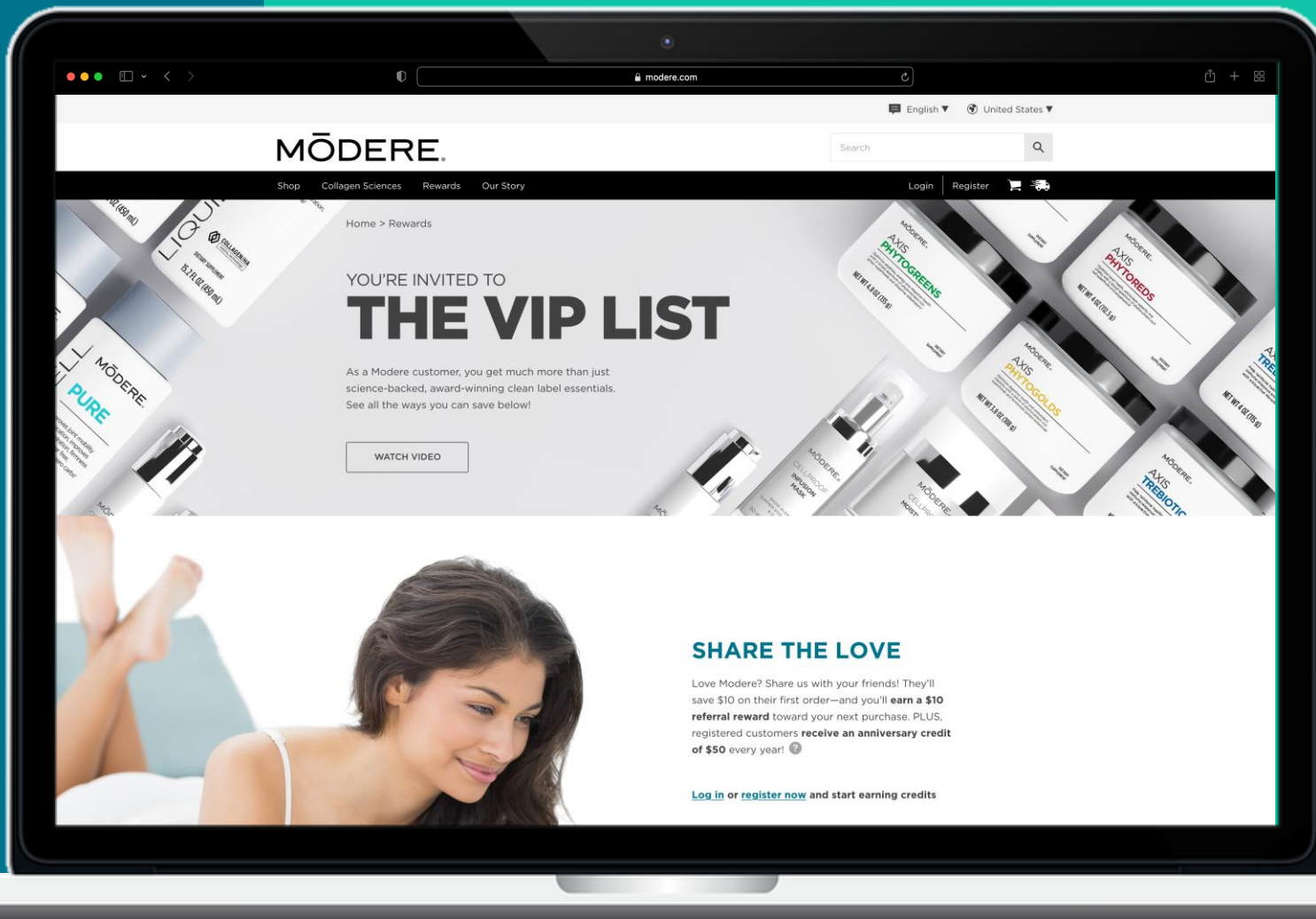


THE NEXT GENERATION OF SOCIAL RETAIL



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THE NEXT GENERATION OF SOCIAL RETAIL



MōDERE.

JUST
SUBSCRIBE & SAVE





FAN

SAVE 5%

1-4 ITEMS



ENTHUSIAST

SAVE 10%

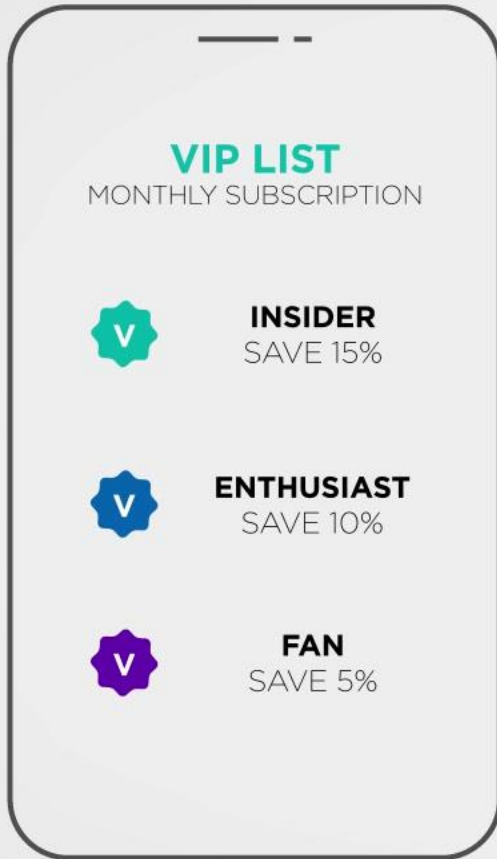
5-7 ITEMS



INSIDER

SAVE 15%

8+ ITEMS



MONTHLY SUBSCRIPTION
SAVINGS OF UP TO 15%



MÖDERE.

THE NEXT GENERATION OF SOCIAL RETAIL

- 1 Bigger Customer Rewards
- 2 More Customer Referrals
- 3 Simple & Easy

ADOPTION | RETENTION | SHARING

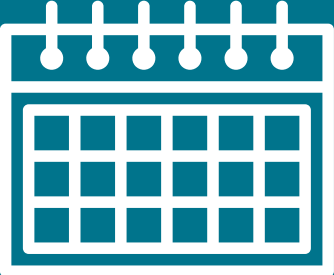
RETENTION



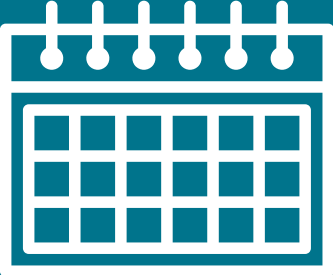
MÖDERE.

ONBOARDING **RETENTION STRATEGY**

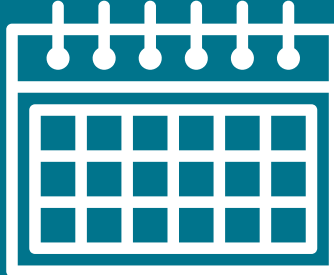
MONTH 1



MONTH 2

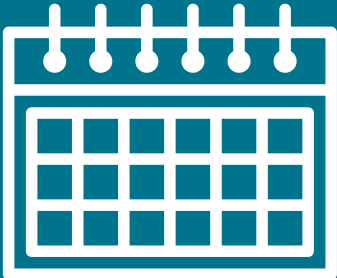


MONTH 3+

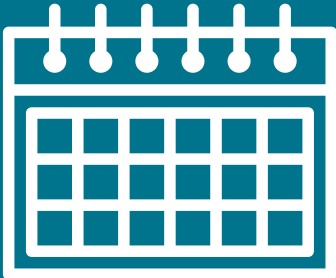


ONBOARDING RETENTION STRATEGY

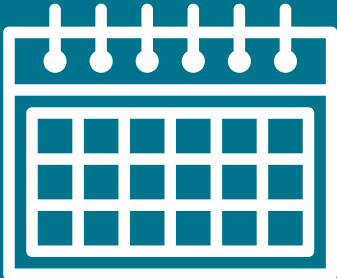
MONTH 1



MONTH 2

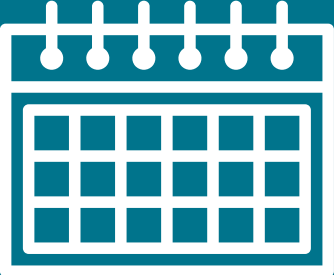


MONTH 3+



ONBOARDING RETENTION STRATEGY

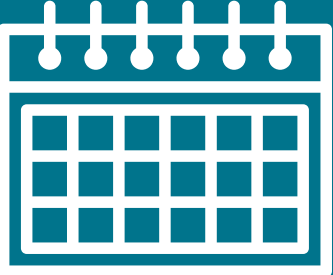
MONTH 1



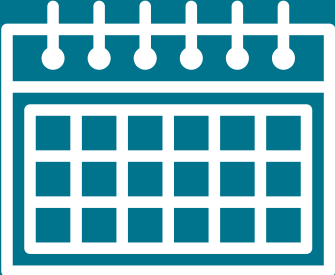
SHARE THE LOVE

VIP SAVINGS

MONTH 2



MONTH 3+



The number of different items on your subscription determines your VIP tier. Even better, all products priced at £60/€65* or more are counted individually toward your VIP tier.

EXAMPLE

Add to your subscription



Price Varies

Choose quantity



x
3 each, same item
under £60/€65*

Subscription value
toward VIP tier

= 1 item

VIP tier



FAN
Save 5%



Price Varies



x
5 each, same item
over £60/€65*

= 5 items



ENTHUSIAST
Save 10%

[Log in](#) or [register now](#) and start earning credits

MORE CREDIT TOWARD VIP TIER

MÖDERE.

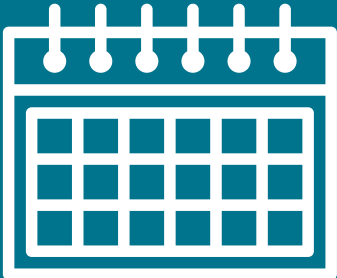
ENJOY YOUR **VIP**
SAVINGS ON
EVERY ORDER
EVERY DAY

MÖDERE.

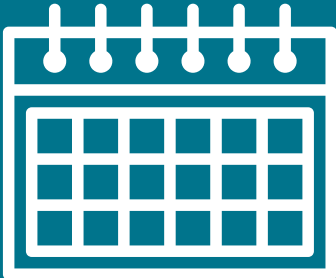


ONBOARDING RETENTION STRATEGY

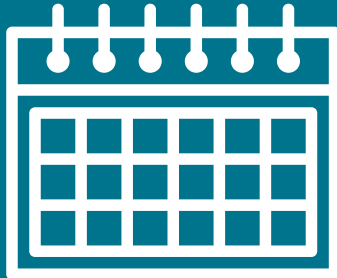
MONTH 1



MONTH 2



MONTH 3+



SHARE THE LOVE



VIP SAVINGS



ONBOARDING RETENTION STRATEGY



SHARE THE LOVE



VIP SAVINGS





FIRST EVER
TIME BOUND
CODE
SHARING

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FRIENDS & FAMILY PROGRAM

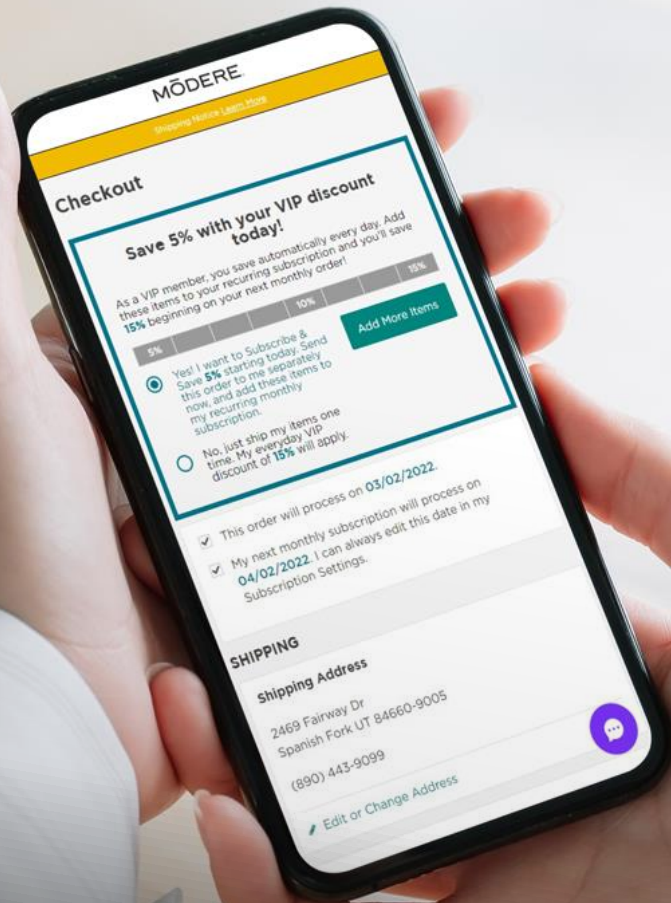
Receive 3 special, one-time codes
to share with 3 friends

FRIENDS & FAMILY PROGRAM

STEP

1

As a Customer become a VIP by subscribing to your favorite products



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FRIENDS & FAMILY PROGRAM

STEP

1

As a Customer become a VIP by subscribing to your favorite products

2

After completing your 1st order, you are eligible to generate codes* in your account on modere.eu/modere.co.uk or on the Modere mobile app

* Codes are unique, one-time use. Codes expire 10 days after your first order.

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FRIENDS & FAMILY PROGRAM

STEP

1

As a Customer become a VIP by subscribing to your favorite products

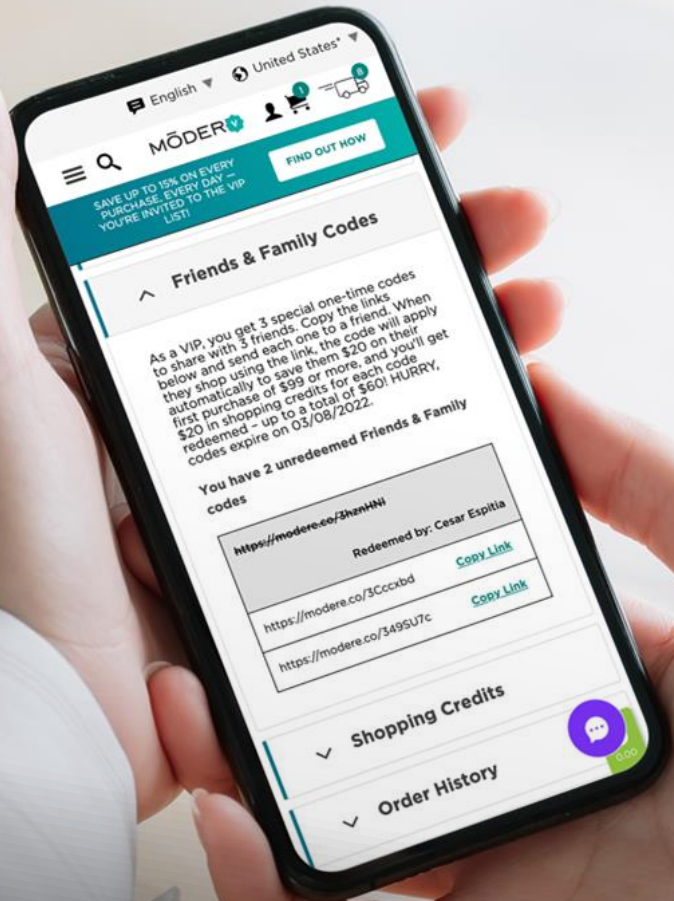
2

After completing your 1st order, you are eligible to generate codes* in your account on modere.eu/modere.co.uk or on the Modere mobile app

3

As a Customer share your unique codes* with 3 friends, giving them £20/20 € off their first order of £99/99 € + and you receive £20/20 € in shopping credits

* Codes are unique, one-time use. Codes expire 10 days after your first order.



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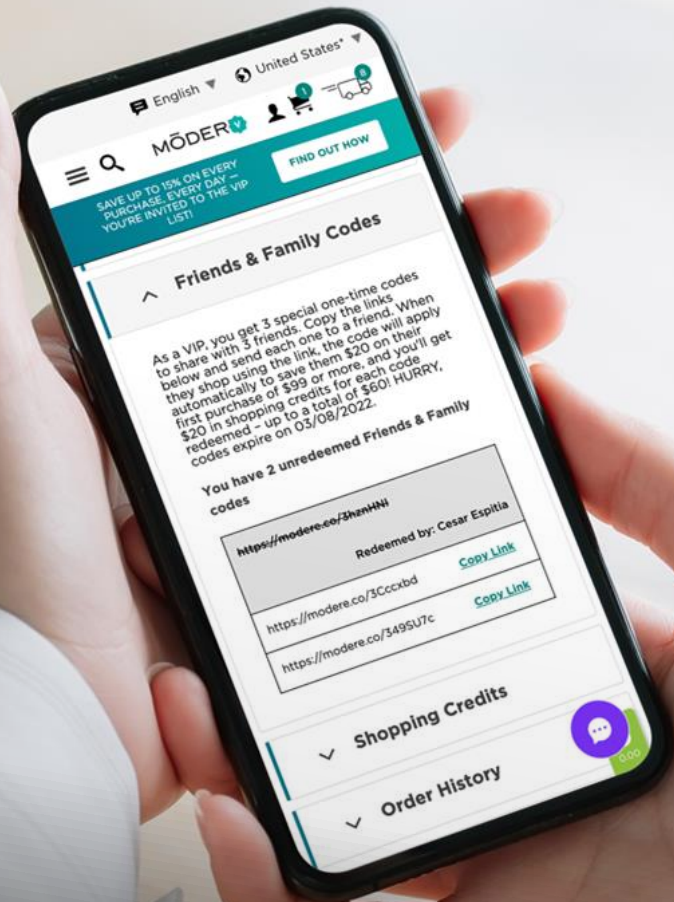
FRIENDS & FAMILY PROGRAM

Codes are unique

Codes are one-time use

Codes expire 10 days after first order

New Social Marketers also receives 3 unique Friends and Family codes to share on enrolling.



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ONBOARDING RETENTION STRATEGY



SHARE THE LOVE



VIP SAVINGS



ONBOARDING RETENTION STRATEGY



SHARE THE LOVE

VIP SAVINGS

**SAVINGS ON
MONTH 2 ORDER**

MONTH 2 SUBSCRIPTION ORDER

**Save up to 15% plus
get £20/20 € off***

*All you have to do is maintain a subscription for 2 consecutive months and you'll get it! For VIP Customers only.

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ONBOARDING RETENTION STRATEGY



MONTH 1

MONTH 2

MONTH 3+

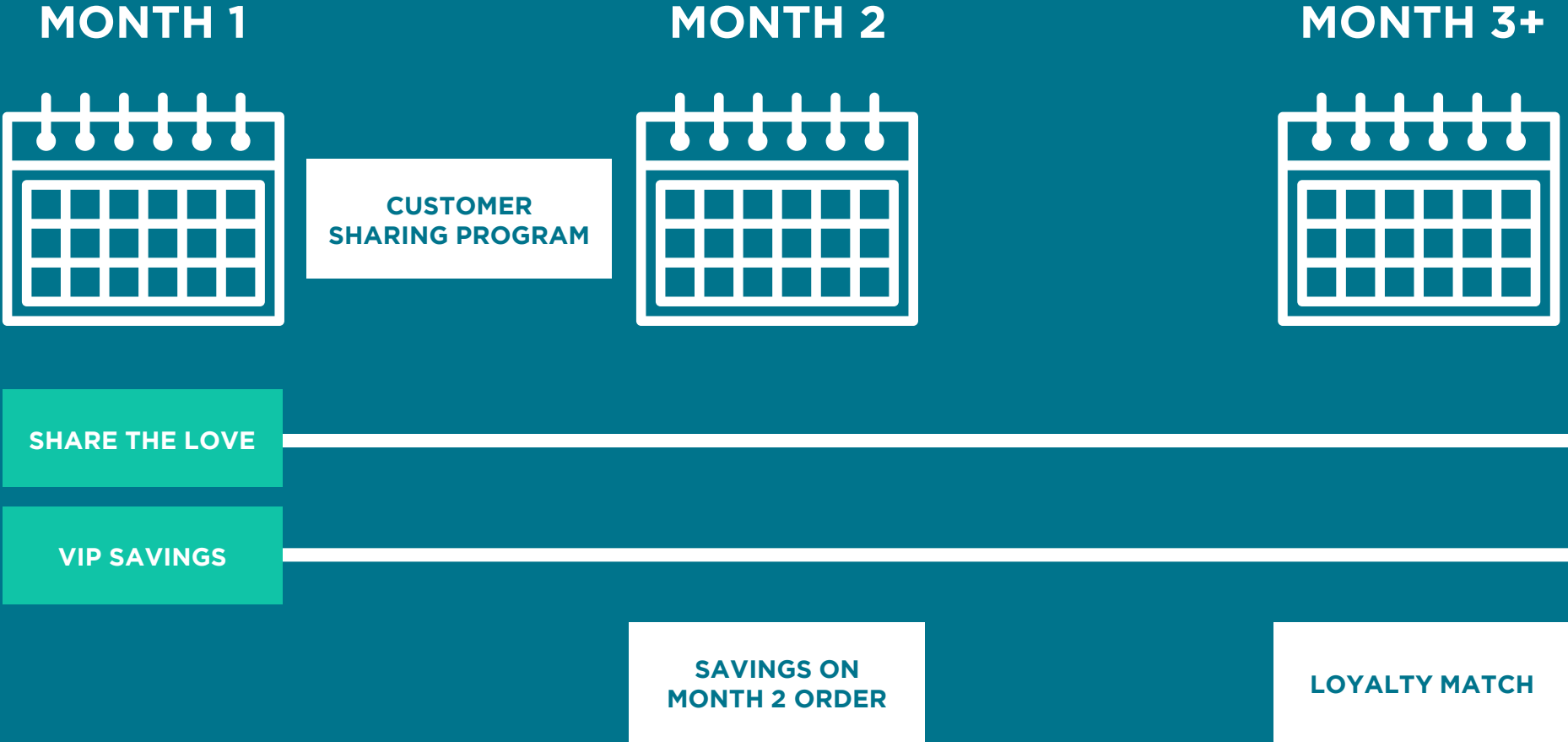
CUSTOMER SHARING PROGRAM

SHARE THE LOVE

VIP SAVINGS

SAVINGS ON MONTH 2 ORDER

ONBOARDING RETENTION STRATEGY

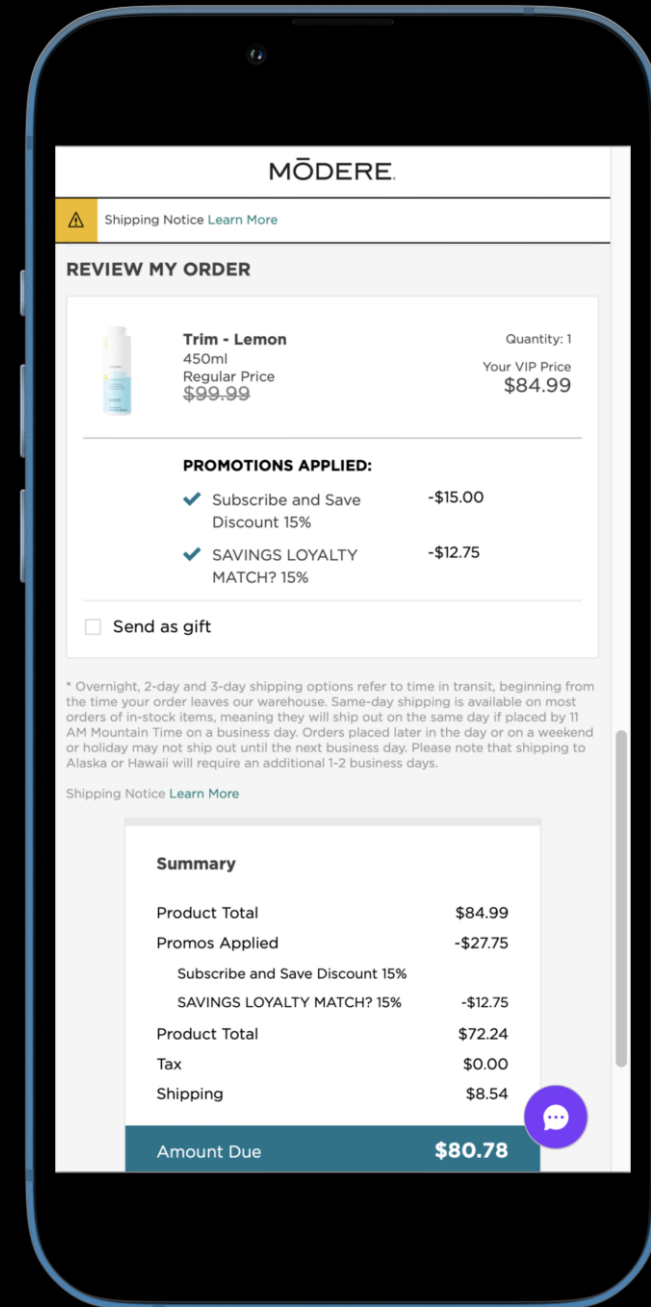


MONTH 3 SUBSCRIPTION ORDER

Save up to 15% plus Loyalty Match

Loyalty Match is a discount equal to the VIP Savings tier applied to all orders

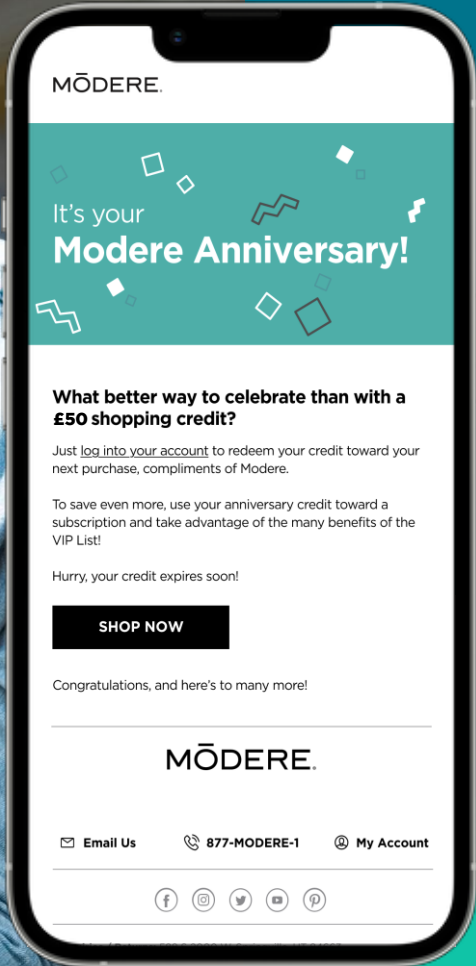
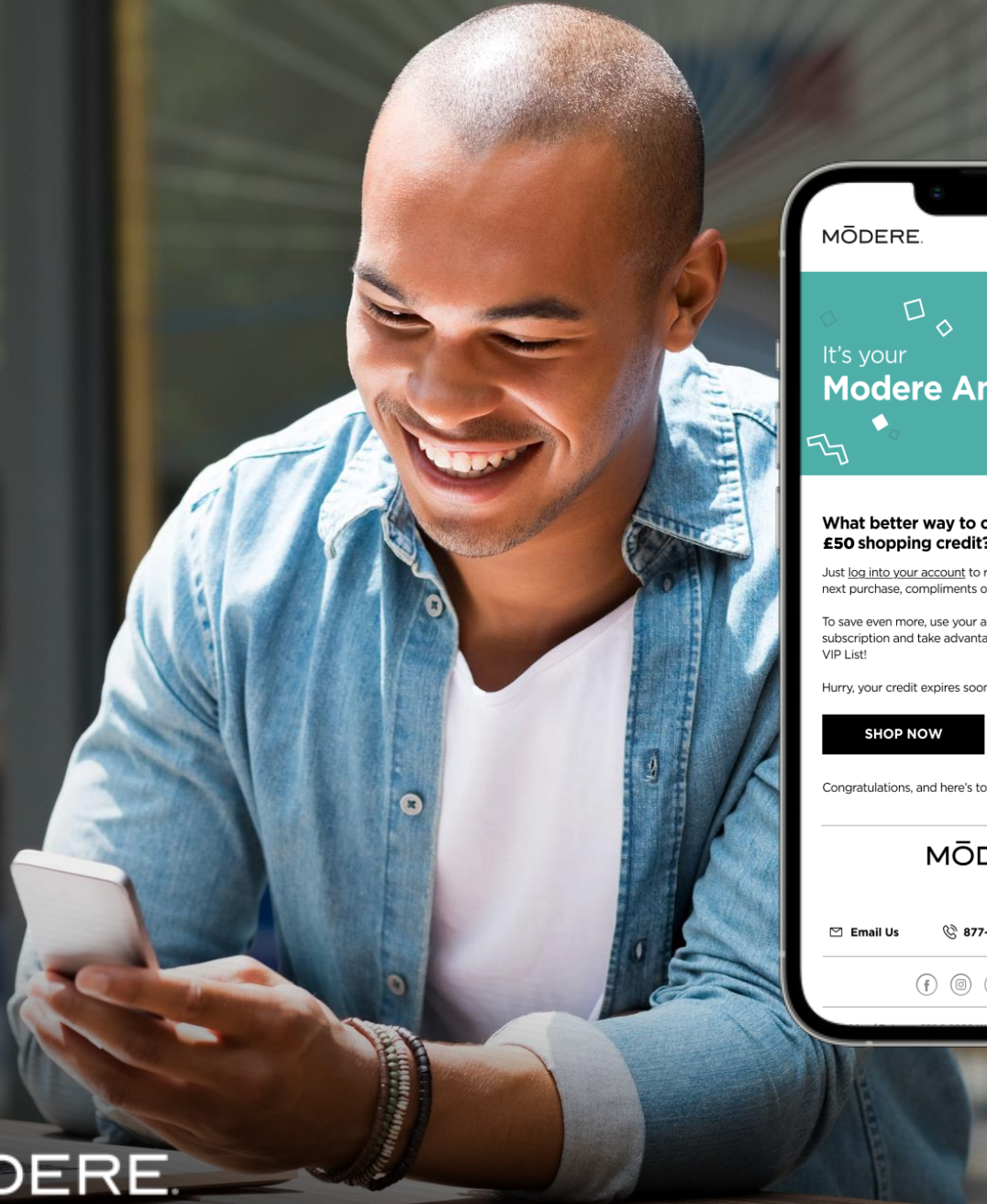
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MONTH 3 SUBSCRIPTION ORDER

As a VIP-Insider receive free shipping from the 3rd consecutive monthly subscription order and beyond





£50/50 € ANNIVERSARY CREDIT

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It's your
Modere Anniversary!

**What better way to celebrate than with a
£50 shopping credit?**

Just [log into your account](#) to redeem your credit toward your next purchase, compliments of Modere.

To save even more, use your anniversary credit toward a subscription and take advantage of the many benefits of the VIP List!

Hurry, your credit expires soon!

[SHOP NOW](#)

Congratulations, and here's to many more!

MÖDERE.

[✉ Email Us](#) [☎ 877-MODERE-1](#) [@ My Account](#)



THE NEXT GENERATION OF SOCIAL RETAIL

modere.com

English United States

GET STARTED - SUBSCRIBE, SAVE & GET ALL THESE BENEFITS!

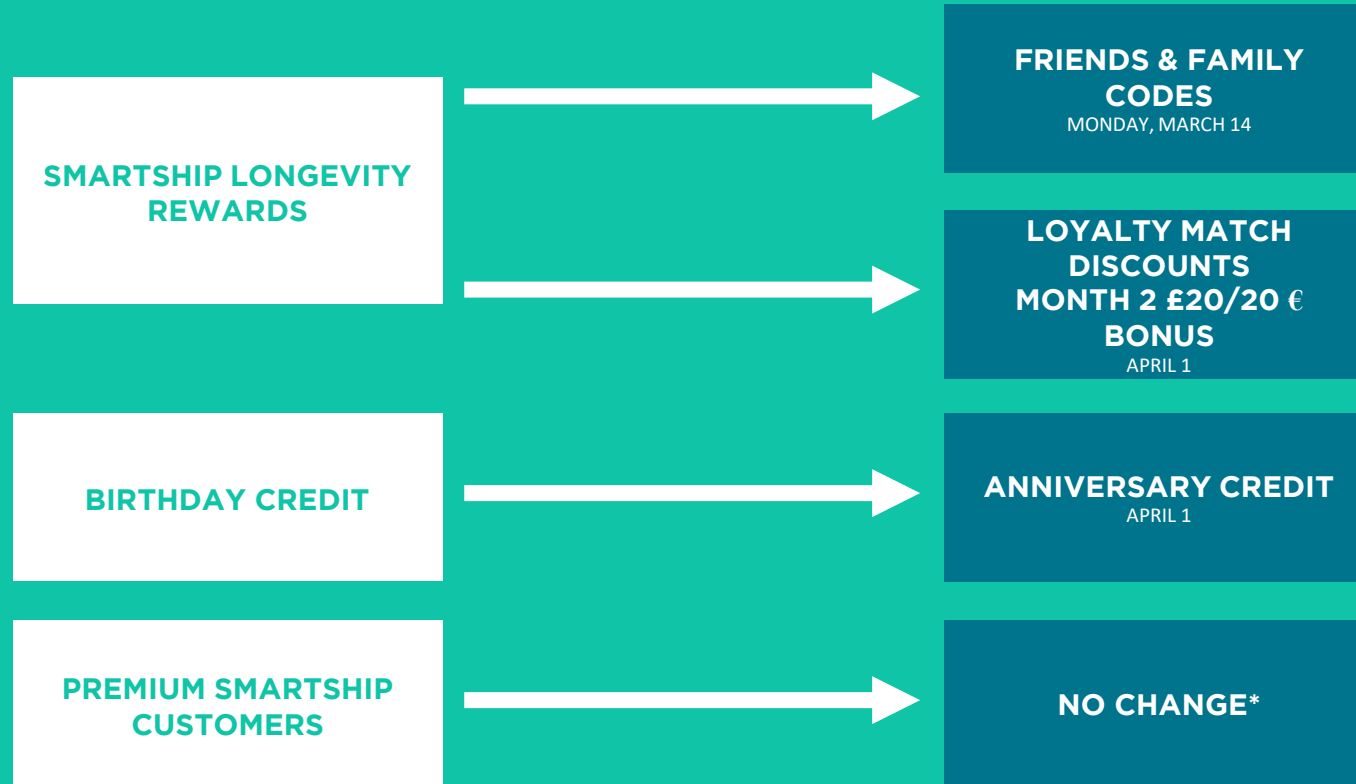
THE VIP LIST

	PREFERRED	ENTHUSIAST	FAN	FRIEND
	INSIDER 8+ items subscription 15% +Free shipping after 3 rd consecutive subscription	ENTHUSIAST 5-7 items subscription 10%	FAN 1-4 items subscription 5%	FRIEND Single Purchase
Monthly Subscription Savings	15%	10%	5%	—
Everyday Savings	15%	10%	5%	—
Share The Love Referral Rewards	£10/€10	£10/€10	£10/€10	£10/€10
Loyalty Match Savings	An additional 15%	An additional 10%	An additional 5%	—
Friends & Family Program	✓	✓	✓	—
Yearly Anniversary Credit	£50/€50	£50/€50	£50/€50	£50/€50

Ready to get started? Simply add items to your cart and select **Subscribe & Save** at checkout to create your subscription.

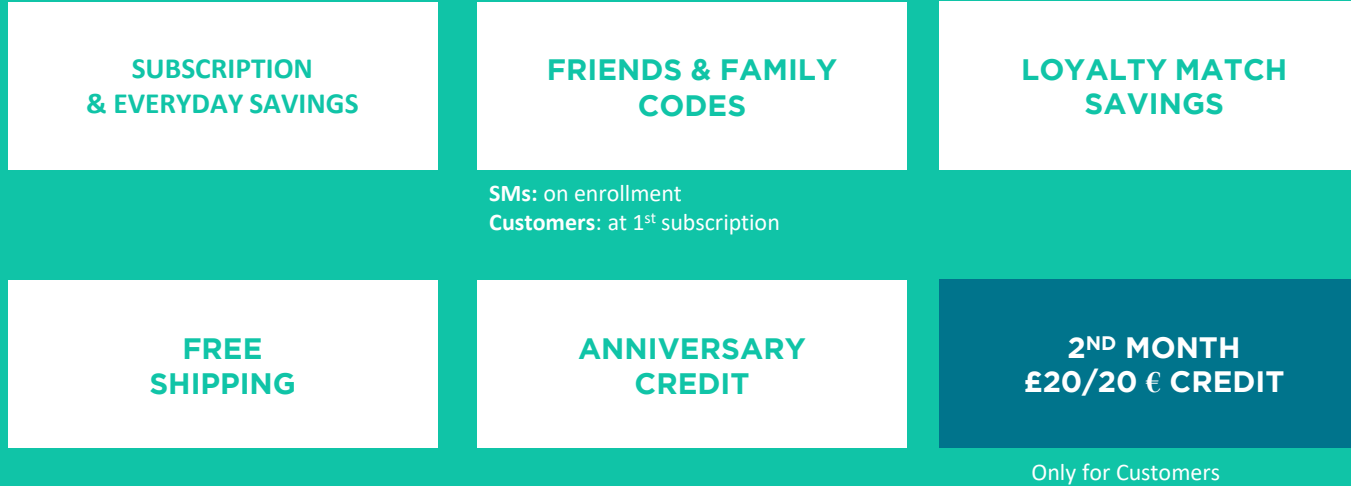
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EUROPE PROGRAM UPDATES



* Customers on legacy Premium program from 2020 will be allowed to continue. If at any point the benefit is lost they will move into the Loyalty Match Discounts benefits when requalified.

CUSTOMER VS. SOCIAL MARKETER



NEARLY ALL PROGRAMS CAN BE BENEFITED BY BOTH CUSTOMERS & SOCIAL MARKETERS

* Customers on legacy Premium program from 2020 will be allowed to continue. If at any point the benefit is lost they will move into the Loyalty Match Discounts benefits when requalified.

BACKOFFICE REPORTING ENHANCEMENTS

