

# For Brands – Our Partner Program

## How to connect with the ASEIKO Platform

**A cooperation with ASEIKO will enable your brand to provide highly personalized services and an optimal experience to your customers**

Our Partner Program is the backbone of our app-platform. Through the ASEIKO Partner Program, your brand will be able to reach customers across continents, time zones, political, geographical or ethnical boundaries. Together, we will create a space reserved only for skin care products, conceived and formulated to follow the rules of ethical cosmetics with reliability. We will grow together and as a result, customers will benefit from increased assortment choice, transparency and the ability to shop for the products of multiple clean brands on a single mobile platform with maximum convenience.

Due to the coronavirus pandemic, many customers changed their shopping behaviour drastically. A major challenge for many brands is how to find the way to the right customers. The answer is: with a solution which match the products you offer with the suitable target group.

A customer-centric solution like ASEIKO that offers seamless, easy-to-use and hyper-personalized shopping experience is now more important than ever. The oversupplied and confusing market for skincare (some sources count up to 25.000 skincare products) and the large number of brands launching new products regularly, makes it even harder for customers to find exactly the products they need.

Thus, we want to bring both sides – customers and brands, together on one modern mobile platform focused exclusively on skin care!

### **ASEIKO's Value Proposition**

The ASEIKO Membership Partner Program offers growth opportunities and advantages to all parties. As an innovative technological solution, ASEIKO enables brands (online and offline players) to sell their skincare products to exactly the customers who need them. By using ASEIKO's hyper-personalized artificial intelligence, your brand exponentially increases the accuracy and effectiveness of delivering products to a specific audience. By connecting online and offline shops, we offer brands the opportunity to sell their products to customers worldwide via just one platform.

We support you in the choice of the products offered via the ASEIKO App. As our partner, however, you retain full control over your product range and prices. There is no transactional fee or pressure to sell more products in order to climb up in the search results. If your products match the individual needs of the users, they will be displayed among the products of other companies.

Although, after the matching algorithm of ASEIKO has scanned the specific criteria set by the single user, the displayed number of products will not be as large as usually

exhibited on common online shops and platforms. The presented and recommended products – a batch of tightly chosen ones, will include only those items that completely match the profile and the needs of the customer. As long as your brand and products deliver quality, handle particular skin issues, get good reviews and show results, you can be sure that the ASEIKO-community will love them!!

As an easy-to-use solution, ASEIKO was created to serve the highly personalized needs of customers and to help them find their skincare products in only a few minutes. Through a cooperation with ASEIKO, your brand will be enabled to use a future-oriented technology to offer the benefits of a modern customer-centric solution, without the need of further investment and/or the use of personal resources.

On the ASEIKO's platform we will handle Checkout, Payment Processing and Customer Service to the point of the Delivery & Shipping. Shipping and delivery is a service, which we believe, should be optimally handled only by the brand itself. In this way, we all could avoid unwanted, unusual, unsatisfactory delays in the delivery time. Furthermore, we are aware of certain hurdles, which should be overcome in order to guarantee an optimal delivery process, especially when it comes to delivering goods internationally. ASEIKO's users will be able to filter products by delivery area and purchase them, based on the shared geolocation. This will help to avoid difficulties in shipping and delivering products to areas, which your brand doesn't currently cover. Of course, you can change the settings at any time and enlarge the markets you serve.

### How do we intend to reach our goals?

ASEIKO is developed to primarily serve the customers. Product quality, assortment relevance, individual choice, market availability and a thoroughly developed customer experience are the essential points for fulfilling customer expectations worldwide.

To ensure high customer satisfaction and to enhance the full potential of your brand reaching and acquiring new customers, the ASEIKO Membership Partner Program is dedicated to

- a) the needs of the customers and
- b) to the growth targets of your company.

If your values towards skin care are the same as ours, and you want to reach out to an international community using the latest technology of ASEIKO – get in touch for more details! We will be happy to work with your brand!

### Connected through ASEIKO – The details

Many big and small (indie) brands offer their products primarily online, but some of them have increased also their stationary presence in recent years. On the platform of ASEIKO you will be able to connect all your retail channels and will receive an access to different markets – as far as you are interested to deliver your goods to new areas.

**The connection is made simple and user-friendly:** All you need to do is to share with us the products you wish to sell through the mobile platform of ASEIKO – we connect and implement the data in our infrastructure. You can define your prices and from where you wish to deliver the goods – as soon as a

product has been ordered, you will receive a note and can initiate the delivery process.

The way in which we offer you our technological infrastructure and services is a new concept of connected commerce. We do not ask you for commission and we will not dictate your prices. Instead, we offer you to join our membership program and do more social commerce where both sides - brands and customers - have a satisfactory experience.

## **ASEIKO takes care of the digital part**

We provide the technological platform and infrastructure like our AI-based visual recognition and classification model, our data matching algorithm and more (to be shared later) as well as payment processing. Your brand takes care of shipping and delivery as well as returns management.

The connection to our platform is for free and there are no further fixed costs to be expected, except a yearly membership fee and the usual payment transfer fees. You can use further your own ERP system (Enterprise Resource Planning) to handle shipping, returns management and all other transactions with the ASEIKO platform. The payment transactions from ASEIKO are only due for completed, non-returned transactions. This means that the customers pay us and we transfer the income to the brand monthly with a standard commission depending on the used payment service(s).

Your brand has the control over the range offered on ASEIKO as far as your products meet our criteria. Item prices and capacities can be set by your brand at any time, e.g. by setting a maximum number of orders per day/month or limiting the delivery areas.

## **Have we piqued your interest?**

If you would like to connect your brand to the ASEIKO mobile platform, please contact: [supply@aseiko.io](mailto:supply@aseiko.io)

**Thank you!**