

The background is a blurred office scene. A laptop is open on a desk, and a hand is pointing at the screen. The text is overlaid on this background.

Business Under Epidemic

Radica Distance Business Programme (D-Biz)

RADICA

RADICA Distance Business Programme (D-Biz)

The recent epidemic has been shaking all types of industries strongly. The Government has launched D-Biz Programme, under the Second Round of Anti-epidemic Fund, total expenditure to be \$500 million, which aims to ease the business pressure of the corporates. D-Biz will last for 6 months and **10 business days** express approval for subsidizing companies to use technology to continue operations and provide training.

The D-Biz Programme will provide 100% funding support to qualified enterprises, subject to a cap of HK\$100,000 per IT solution (related training expenses to be capped at 10% of solution cost) and HK\$300,000 per enterprise. An initial payment of 30% of the approved funding amount is payable to a designated bank account after the application has been approved.

The funding scope include online stores, e-marketing & training related expenses etc. To help enterprise survive under the tough times and get back on track.

* Except listed companies, statutory bodies and NGOs funded by the Government

WHY RADICA

1

Government SOA-QPS4
qualified subcontractors

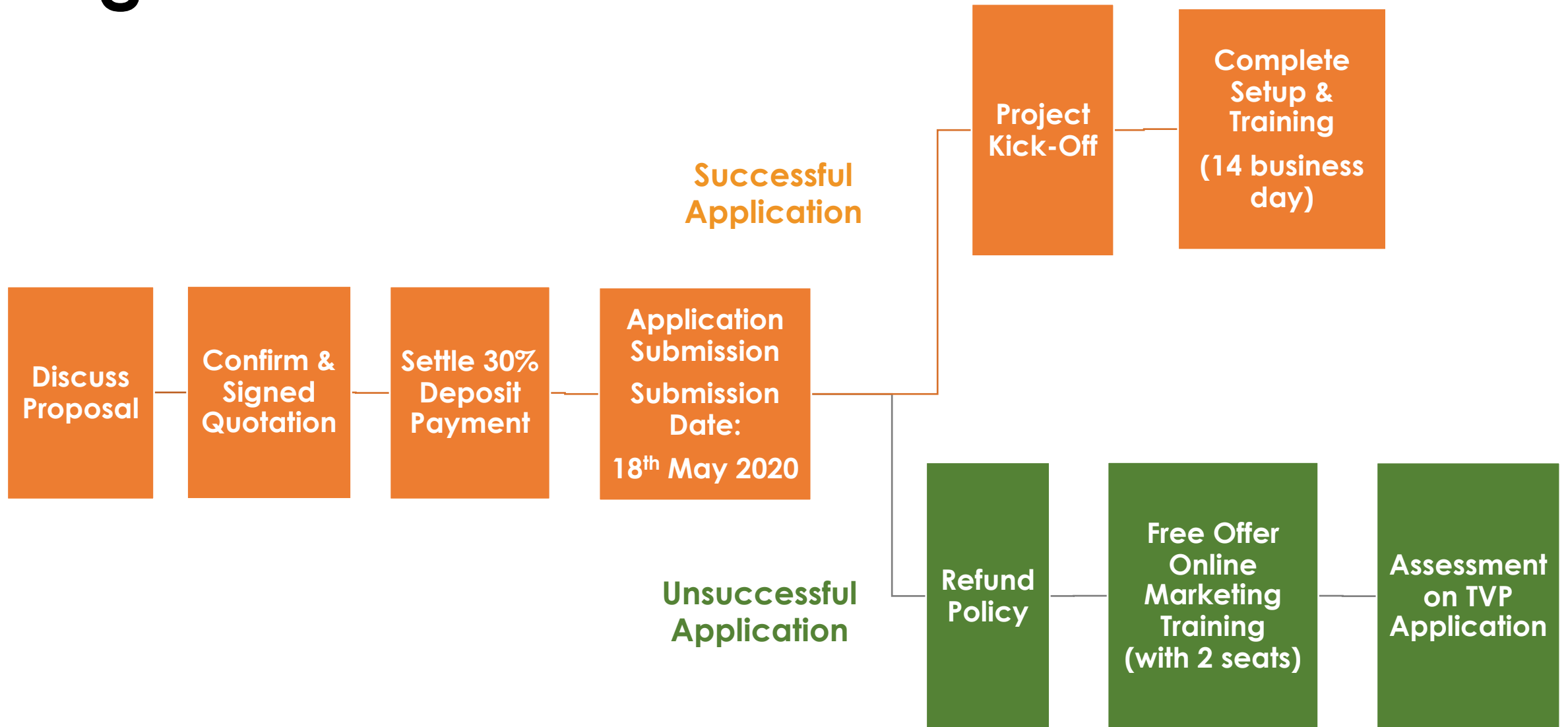
2

Experienced e-marketing
solutions provider, served over
1000+ enterprises, and having
more than 1000+ active users
on marketing platform

3

Provide refund policy &
follow up service

Target Timeline



*Application Period: 4th May 2020 – 31st October 2020, for a period of six months

RADICA Marketing Solutions and Applicable Industries

RADICA provide professional marketing solutions up to 100 suitable enterprises in retail, consumer goods beauty and cosmetics industries. We offer one-stop marketing solutions, which enable companies to accelerate digital marketing promotion and improve customer experience, boost ROI and ultimately create more value for the enterprise.



E-commerce
Online Store



Automated
E-Marketing in
Cross Channels



5G AI Remote
Retail Solution



E-marketing with AI
(Programmatic
Marketing)

A top-down view of a person's hands holding a tablet computer. The tablet screen displays a grid of images, likely a product catalog or social media feed. The person is wearing a gold watch on their left wrist. The background is a light-colored surface with several potted plants, including a large green plant on the right and a smaller one on the left. The entire image is framed by a thick red border.

E-commerce

Online store set up with effective marketing

RADICA

Before



No business in COVID-19

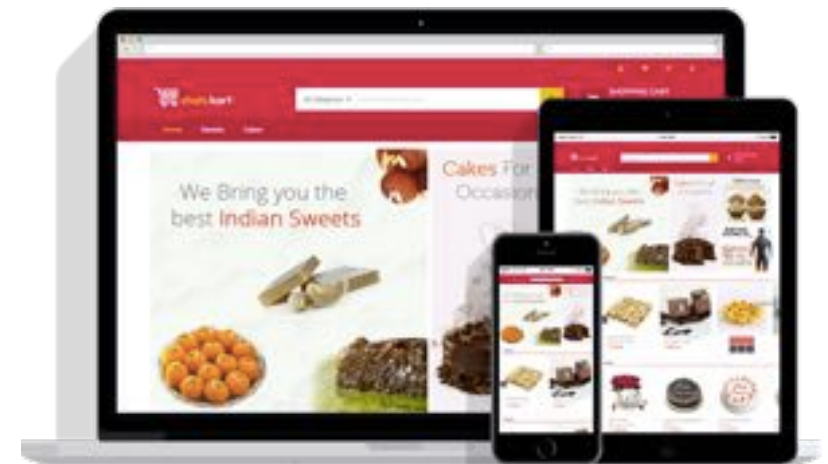
After building an Online Store



+ 3.5x business grow in 6
month

Advantages of building an online store

- ✓ Grow your business fast
- ✓ Convert offline traffic to online
- ✓ Operate your store in anywhere and anytime
- ✓ Easy to show your products comprehensively in online
- ✓ Multi channel advertising
- ✓ Track customer digital footprint
- ✓ Settle payment and logistic in online shop



Why Radica

RADICA
www.radicasys.com



Finish an online shop in
14 days



Create Search Engine
Optimization driven
content



Using multi channel to promote
e.g EDM, SMS, Whatsapp



Over 19 years
experiences with best
practices



Maximize your ROI



Targeting social
media on products

Our clients

NETGEAR®



 RHINOSHIELD



ambi
CLIMATE

ABSOLUTE




POPSQUARE
POP-UP EXPERIENCE PLATFORM

SLEEPON

Pricing – Quick Setup for Online Store

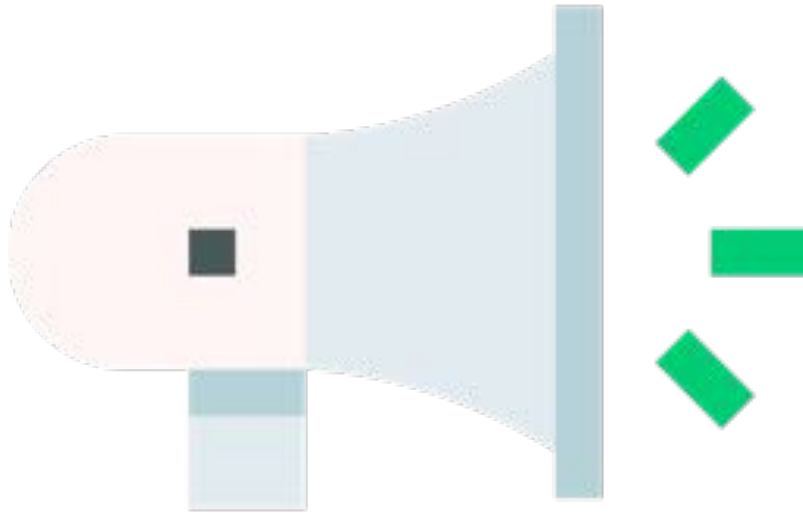
Package Included:	Lead-Time	Price
Site setup with Shopify/Posify with Membership - Max 100 SKU	14 Days	HK\$98,800
Logistic setup - Support local & international shipment		
Payment platform setup - Support Visa, Master, AE, PayPal, Apple Pay & Google Pay		
Google Ad setup		
Domain setup		
EDM setup		
Messenger setup - Support Facebook		
SEO Setup		
Content Articles with Ad x 5		
2 Seats Training		



Automated E-Marketing in Cross Channels

RADICA

Let's Advocate Your Business



When Channel First Come Up to the Market

Advertising Campaign with 3rd Party Media



Result



✗ Never know their reaction

✗ Never know their preference

2nd campaign Advertising Campaign



Result



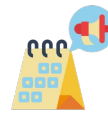
✗ Never know their pain-point

✗ Never know who they are...



When We Have More Channels Nowadays

Advertising Campaign with 3rd Party Media



Result



Engagement Rate



Increase 40%

Cost Saving



Saved Cost 50%

Own Media + 3rd Party Media



Result



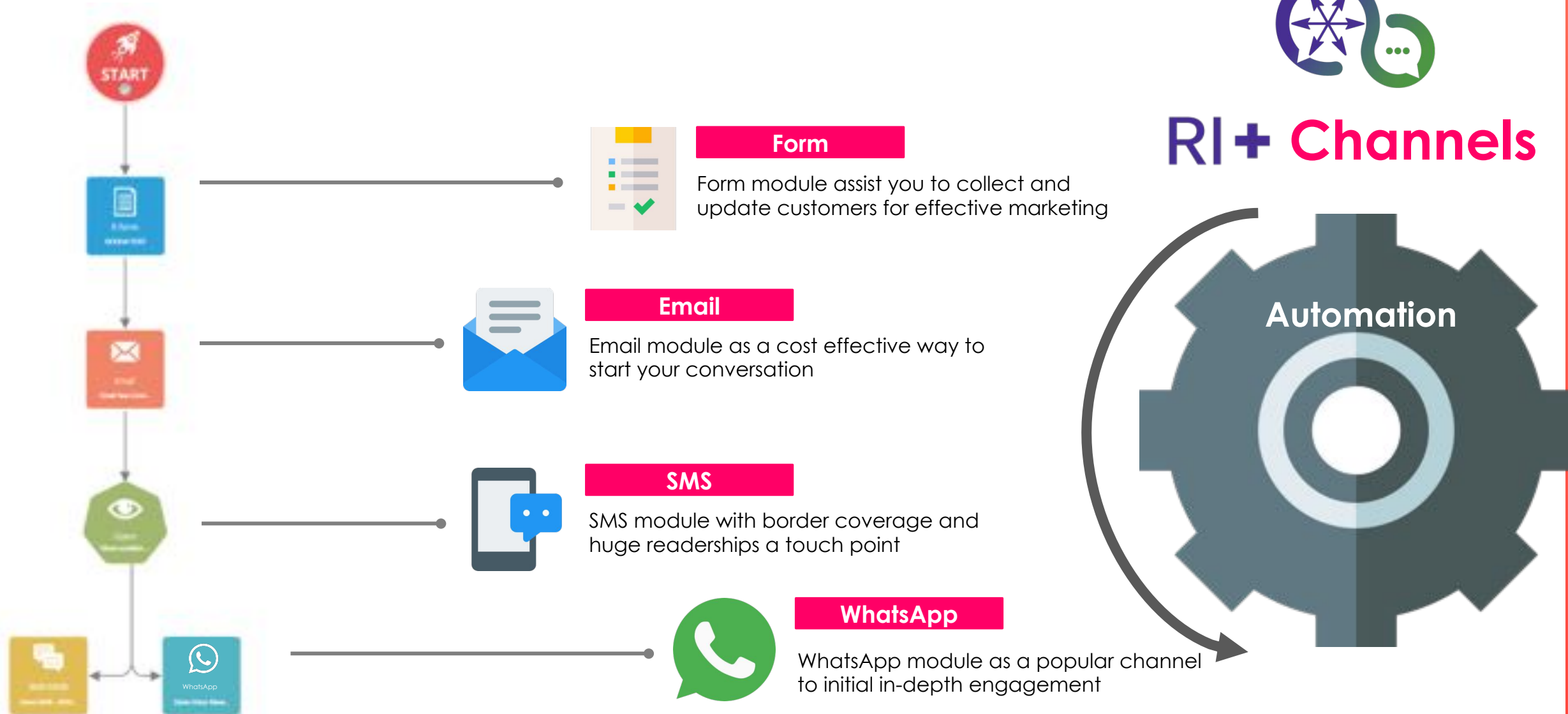
✓ Buildup your database of user profile

✓ Automate campaigns to different segment with dynamic requirement

Cross Channels with CRM Driven Design Thinking



RI + Channels



Pricing

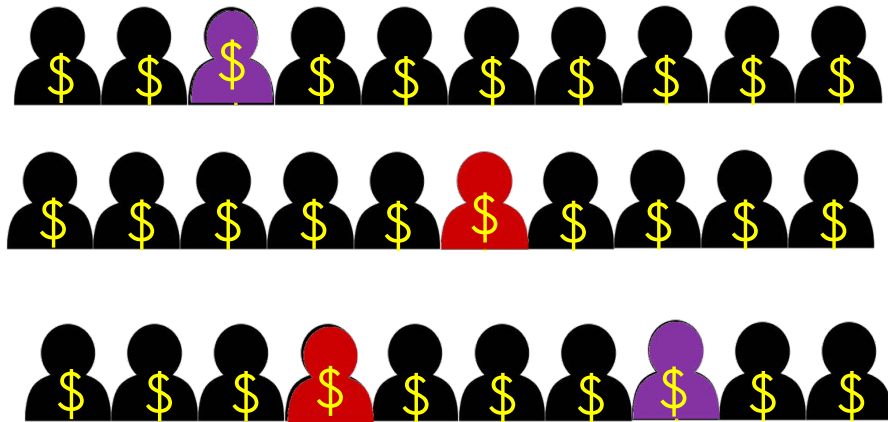
Package Included:	Lead Time / Duration	Price
Cross channel e-Marketing platform - 6 months (get Free 6 months) <ul style="list-style-type: none">• Save up to 5,000 contacts• Support Channel: eDM, SMS & Whatsapp• Online form setup for acquisition• 120K eDM message quota• 50K SMS promotional channel message for HK, China & Macau• 25K whatsapp template message included	2 weeks setup	HK\$100,000
<ul style="list-style-type: none">• Add – on Message Hub with 5 seats• Support Channel: WhatsApp Business API, Facebook Messenger, LINE (official account)• All-in-one message inbox included• 180K customer support message included	4 weeks setup	
Cross channels campaign journey setup x 1	1.5 week setup	
2 Seats Training provided	-	

A blurred office scene with a large computer monitor in the center. The monitor displays some text, possibly 'DO'. To the right, a person is visible from the back, sitting at a desk. The background includes a bookshelf and a potted plant. The entire image is framed by a thick orange border.

E-marketing with AI (Programmatic Marketing)

RADICA

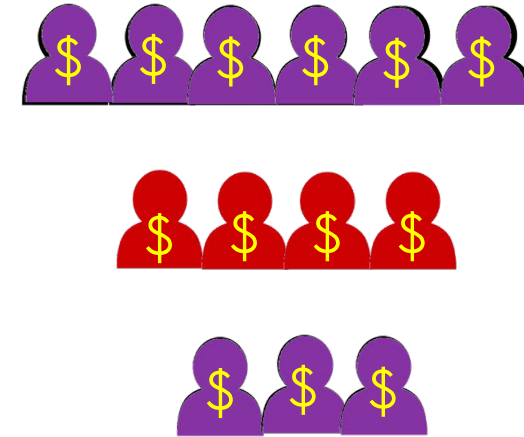
Traditional marketing



Buy in Bulk
Total: \$50

- ❌ Don't know who is potential customers
- ❌ Bulk advertising
- ❌ Can't track customer footprint

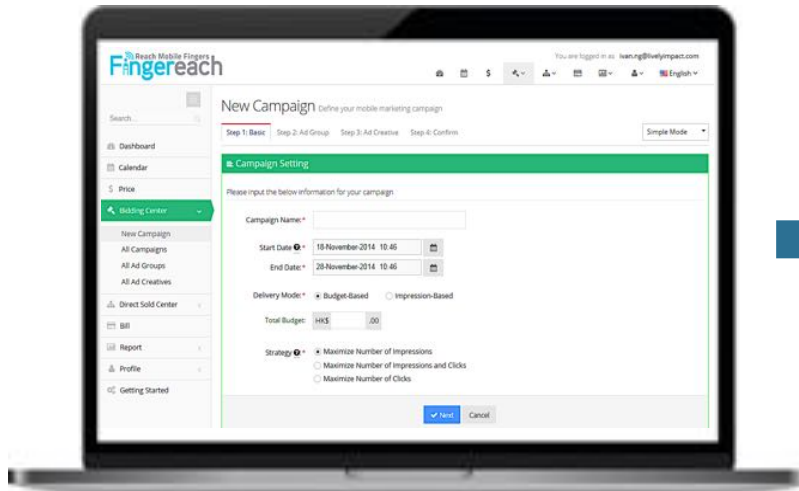
Programmatic



Buy in targeted
only
Total: \$20

- ✅ Target potential customers by using AI
- ✅ Saved Cost >60% to maximize ROI
- ✅ Cost per click / Cost per impression

3 EASY STEPS Launch Your Mobile Marketing Campaign



1. Setup
campaign
criteria in 3 steps



2. Describe your
products



3. Upload Ad
Creatives

Why Radica

RADICA
www.radicasys.com



Easy set up

It only takes 3 simple steps to create a marketing campaign.



Smart Algorithms

You do not need to view and tune the campaign from time to time manually.



One Platform

Connects to a number of high volume ad exchanges seamlessly.



Real Time Bidding

Buys only the needed impression and evaluates the quality of every ad slot to see.



Rich Landing

More ways for customers to reach you. e.g Map, phone call, app



Huge Inventory

Access more than 10 billion of ad slots each day worldwide.

Pricing

Package Included:	Lead Time / Duration	Price
Place ads in webs (over 4,000) and apps (over 1,000) - Customer can choose the webs / apps they want	1 month	HK\$50,000
Impressions (廣告曝光次數): 2,500,000-5,000,000		
CPM (每千次曝光價錢): \$10-20		
Estimated clicks/CPM (每千次曝光點擊): 2-4 - The result varies in different campaigns and the figures are stated for reference		
Estimated clicks (預計總點擊): 5,000-10,000 - The result varies in different campaigns and the figures are stated for reference		
Cross channel e-Marketing platform – 6 months <ul style="list-style-type: none">• Save up to 5,000 contacts• Support Channel: eDM & SMS• Online form setup for acquisition• 35K eDM message quota• 20K SMS promotional channel message for HK, China & Macau	2 weeks setup	HK\$50,000
Cross channels campaign journey setup x 1 <ul style="list-style-type: none">• HTML template setup is included• Channel: eDM & SMS	1.5 weeks setup	
Training & Nursing are included (Free 6 months + 1 Content & 4 Banner designs)	-	
Total		HK\$100,000

5G Mobile & Automated AI Remote Retail Solution

RADICA



Traditional Retail Store



Limited exposure with
high operating cost

AI Remote Retail Solution



+ 3x brand exposure with
interactive customer engagement
to sales conversion

One stop solution to operate your business remotely



Trigger unmanned customer interaction, product showcase & exclusive promotion



Remote Live Video Chat for salesman to promote products



Trigger sales by interactive games to acquire customers' contact for retargeting campaigns

Effective Customer Engagement empowered by AI



O2O connection to
drive online store sales



Effective Branding
Effect with high visibility



Engage with customer
without boundaries



Data collection to build
customer network

Our Showcases



K11



D2 Place



MacPherson



P&G Seoul, Korea



Olympic City



Design Inspire



Zero Carbon Building



Science Park



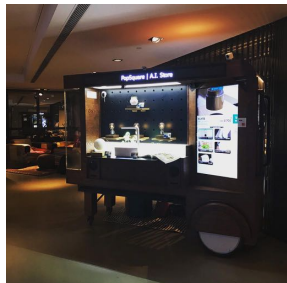
Clockenflap, Container



WF Central, Beijing



APTG, Taipei



Lane Crawford Office

Pricing – Quick Setup for 5G Remote AI Retail Solution

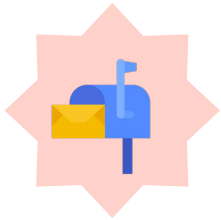
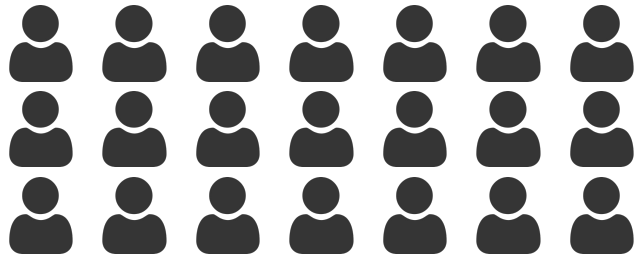
Package Included:	Lead-Time	Price
Remote AI Retail Solution setup <ul style="list-style-type: none">• 3 consecutive months at 1 location (own location or our suggested location)• Max 6 SKUs (dependent on actual product size) display• Digital Product Content Upload on product catalog• Standard visual mechanizing design• Sales conversion to client's e-commerce site	14 Days	HK\$100,000
Interactive Customer Engagement Tool <ul style="list-style-type: none">• Remote Live Chat Function (5G network) with 5G Plan• AI interaction sensor system		
Gamification for prospects generation <ul style="list-style-type: none">• Customized product images on interactive game		
Engagement Insight & Reporting with Power BI <ul style="list-style-type: none">• Customer interaction report• Traffic Report• Demographics report		

Email SMS Whatsapp Gateway for Start-up

RADICA



difficult to send email to your member in bulk scale?



- ✗ Limited budget / time resource on building email infrastructure
- ✗ Concern the deliverability
- ✗ No way to track the response of recipient

With our DPC
(Delivery Performance Center) service



It replaces your time building your own email infrastructure to send bulk email



We keep pace with the ever-changing regulations of each ISPs to avoid disturbances and interference in email deliverability.

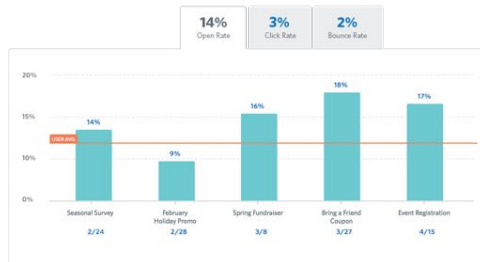


You will able to track the action from customer. e.g. delivered, opened or clicked

How DPC operates?



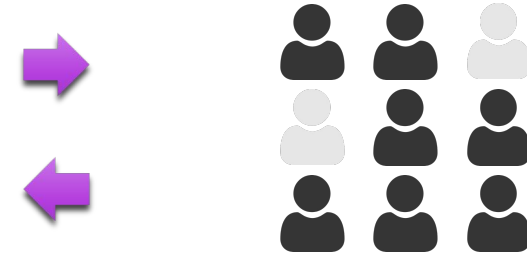
Submit send email API request



DPC will generate the email action report



DPC will send email after receiving API request



All the delivered, bounced, opened, clicked action will be returned to DPC in real-time

Radica Deliverability Care (D-Care)

Over the years, Radica Service Team has been working closely with major global and local ISPs, such as Yahoo!, Hotmail / Outlook, Gmail, Tencent QQ, NetEase (163.com/126.com), Sina and etc. We keep pace with the ever-changing regulations of different ISPs, maintain healthy sender reputation in those varies ISPs, and achieve Over 90% inbox rate

Pricing

Package Included:	Lead Time / Duration	Price
DPC set up and Dcare setting with 5 M emails	14 days	100,000
OTP Set up with 60,000 SMS	14 days	
Whatsapp business set up for OPT with 60,000 template messages	14 days	