



It's going to be a great summer to BBQ! Purchase NEW BBQ by May 30, we'll guarantee the weather or refund you 250 EUR !

## CREATE YOUR OWN WEATHER CAMPAIGN...

You can offer professional weather protection as a value added service as part of a marketing campaign. CelsiusPro allows you to protect pre-defined weather conditions to benefit your customers and your brand.

### How does it work:

Define the weather condition you wish to protect, and select the nearest weather station in your area. Set a cost savings parameter to pass on to your customers in the form a conditional rebate.

Create a marketing campaign highlighting the concept of a weather protection guarantee, and rebate offered.

Purchase a corresponding weather certificate from CelsiusPro with the aggregate number of rebates/products sold as your protected amount of coverage.

If your defined weather conditions occur, CelsiusPro immediately pays you the amount of coverage. You then simply send vouchers out to your customers who return to claim their rebate.

### Why does it work:


With climate change increasingly dominating media headlines, a campaign taking into account weather concerns generates attention, and positions your company as forward thinking and customer friendly. You've created an additional incentive to purchase. A low-cost, no-risk weather campaign is a very attractive, and highly effective way to stand out from the competition, and increase sales.

- We are a member of the following organisations:
- Weather Risk Management Association (WRMA)
  - SRO VQF - an official organization for self regulation according to the Swiss MLA.

### Your Advantage:

- Competitive advantage in marketplace
- Positive brand awareness
- Increased brand loyalty
- Added value for customers
- Return visits from customers
- Customer database retention
- Additional media coverage
- Online interactive quoting system
- Immediate pay-out without submitting a claim

### Our Certificates:

-  **Cold Day** - Pays a pre-defined amount for every day that the daily average temperature is below your specified level.
-  **Rain Day** - Pays a pre-defined amount for every day that daily rainfall is above your specified level.
-  **Hot Day** - Pays a pre-defined amount for every day that the daily average temperature is above your specified level.

More certificates, including seasonal, are available on our website. [www.celsiuspro.com](http://www.celsiuspro.com)

# DEFINE YOUR CAMPAIGN...



With our interactive website you define the amount of coverage, and weather condition that works for you. Our online tools allow you to instantly compare the weather risk and budget involved for any campaign. Here's the process flow, and an example of how CelsiusPro could work for you:

## FOUR SIMPLE STEPS:



1. Weather protection marketing campaign to consumer, consumer purchases product, qualifies for rebate.
2. Company aggregates total conditional rebates and offsets risk with purchase of a CelsiusPro Certificate.
3. If Company's defined weather conditions occur, CelsiusPro pays out the full value of the certificate.
4. Company sends out vouchers to customers for rebate redemption. Customer returns to redeem voucher.

## EXAMPLE:

*"We guarantee it's a great summer to BBQ, or we refund you 250 EUR of your purchase price!"*

A BBQ retailer decides to offer a weather protection guarantee for a 250 EUR rebate on the total purchase price of a BBQ retailing for a minimum of 500 EUR. The company defines their protected weather conditions, weather reporting station, and budget parameters to fit their campaign.

In this case, they choose to protect a rebate amount of 250 EUR, across 1'000 customers, if daily rainfall is greater than 10mm on more than 10 days during the months of July and August.

Protection of 250'000 EUR in rebates, costs the company 40'000 EUR, or 40 EUR per purchase. If the conditions occur and the rebate voucher redemption rate is less than 84%, (210'000 EUR) the cost of the certificate is recouped.

## DETAILS:

|                                 |  |
|---------------------------------|--|
| RETAIL PRICE OF PRODUCT:        | 500 EUR  |
| PROTECTED REBATE AMOUNT:        | 250 EUR  |
| NUMBER OF CUSTOMERS/VOUCHERS:   | x 1'000  |
| TYPE OF CERTIFICATE:            | RAIN DAY   |
| WEATHER CONDITION PARAMETER:    | More than 10 days with daily rainfall above 10mm                               |
| STATION & TIME PERIOD:          | MUNICH - July 1, 2009 / Aug 31, 2009   |
| TOTAL SALES:                    | 500'000  |
| COST OF PROTECTION CERTIFICATE: | 40'000 EUR   |
| CERTIFICATE PAYOUT TO COMPANY:  | 250'000 EUR  |
| COST PER CUSTOMER:              | 40 EUR (when less than 84% of customers redeem voucher. the cost becomes zero) |

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Professional Weather Protection

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