

DREAMING OF A WHITE CHRISTMAS?

**Purchase a new
BURTON SNOWBOARD
by Oct 30, we guarantee
you GREAT CHRISTMAS
SNOW, or refund you
500 CHF!**



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

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 GREAT CHRISTMAS SNOW, or refund 500 CHF of your purchase price!"

A snowboard company decides to offer a weather protection campaign for a 500 CHF rebate on the total purchase price of a new snowboard (min value 1'500 CHF). The company defines their protected weather conditions, weather reporting station, and budget parameters to fit their campaign at CelsiusPro.com.

In this case, they choose to protect a rebate amount of 500 CHF, across 1'000 customers, if the cumulative snowfall in Sion is less than X cm, during the month of December.

Protection of 500'000 CHF in rebates, costs the company 75'000 CHF, or 75 CHF per purchase. If conditions occur and the rebate voucher redemption rate is less than 85% (425.000 CHF), the cost of the certificate is recouped.

DETAILS:

RETAIL PRICE OF PRODUCT:	1'500 EUR
PROTECTED REBATE AMOUNT:	500 EUR
NUMBER OF CUSTOMERS/VOUCHERS:	x 1'000
TYPE OF CERTIFICATE:	SNOW SEASON
WEATHER CONDITION PARAMETER:	LESS than X cm cumulative snowfall during December
STATION & TIME PERIOD:	SION - December 1, 2008 / December 31, 2008
TOTAL SALES:	1'500'000 CHF
COST OF PROTECTION CERTIFICATE:	75'000 CHF
CERTIFICATE PAYOUT TO COMPANY:	500'000 CHF

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Professional Weather Protection

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