

**IF RAIN DAMPENS YOUR VACATION, WE'LL REFUND YOU 500 EUR!**

**Purchase your holiday package to Rimini by May 30, and we'll guarantee the weather\* or refund you 500 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.



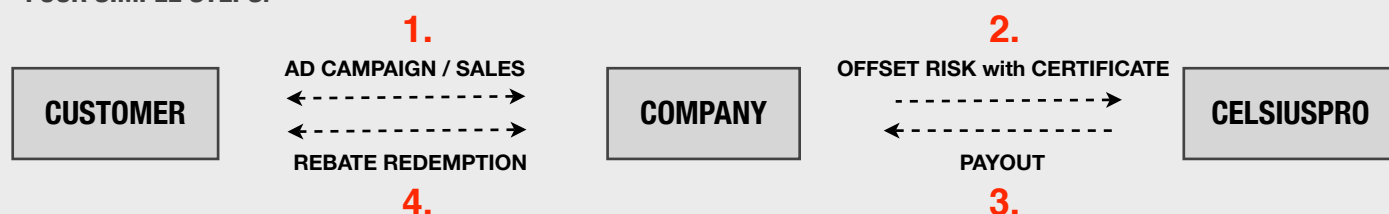
**Hot Day** - Pays a pre-defined amount for every day that the daily average temperature is above your specified level.

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 a sunny vacation in Rimini, or we'll refund 500 EUR of your holiday package price!"*

A travel agency decides to offer a weather protection guarantee campaign for a 500 EUR rebate on the total purchase price of a holiday package (value 1'000 EUR) to their new Rimini destination. The agency 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 EUR, across 1000 holiday packages, if the daily rainfall is greater than 5mm, on more than 3 days during a 2 week period in July.

Protection of 500'000 EUR in rebates, costs the company 75'000 EUR, or 75 EUR per purchase. If the conditions occur and the rebate voucher redemption rate is less than 85%, (425'000 EUR) the cost of the certificate is recouped.

## DETAILS:

RETAIL PRICE OF PRODUCT:	1'000 EUR
PROTECTED REBATE AMOUNT:	500 EUR
NUMBER OF CUSTOMERS/VOUCHERS:	x 1000
TYPE OF CERTIFICATE:	RAIN DAY
WEATHER CONDITION PARAMETER:	More than 3 days with daily rainfall above 5mm
STATION & TIME PERIOD:	RIMINI - July 5, 2009 / July 19, 2009
TOTAL SALES:	1'000'000 EUR
COST OF PROTECTION CERTIFICATE:	75'000 EUR
CERTIFICATE PAYOUT TO COMPANY:	500'000 EUR
COST PER CUSTOMER:	75 EUR (when less than 85% of customers redeem voucher, the cost becomes zero)

This document is for information purposes only and should not be construed as an offer, recommendation or solicitation to conclude a transaction and should not be treated as giving investment advice.



Professional Weather Protection

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