



OUR OFFER – To Your Business



ChildMINDER®: In partnership with you for long term profitable growth

With ChildMINDER® you will achieve enhanced and sustainable long term profitability. You will have far greater influence over your earnings by capturing considerable consumer data and you will attract more visitors year on year.

By leading child safety advancement your own customer loyalty and brand value will grow significantly.

Our partnership provides you with:

- **A new revenue stream** for your organisation that does not compete with any existing chargeable products currently offered by yourselves
- **Profit** which is generated by multiple hires of each wristband at an affordable rate
- Excellent **ChildMINDER® products** which are best value and cost effective to buy
- An improved **cash** position
- **Return on investment** which is likely to be less than 1 year (or season)
- **More effective utilisation of existing staff.** Generating a visible monetary return from resource efficiency improvements
- An improved, totally **controlled and efficient process for locating children** or parents of lost children. A reduction in the "hassle factor" associated with currently administering lost children
- The ability to **capture real and specific marketing information** on consenting customers. Promotional initiatives can be geared directly to the doors of specific named customers of various demographics
- Consumer data can be sorted by age group, gender, location, status etc, and the system also enables **analysis of visitor times and patterns**, for example
- Consumer data may be used to **attract customers to other group companies** e.g. your group companies wishing to attract the parent's demographic.

your business