



hoolah

Arvin Singh, COO

We create closer **relationships** between **merchants** and **consumers**

CHALLENGES – CONSUMER PREFERENCES



- Gen Z, Millennials, Gigeconomy: high growth consumer groups
- Affordability: reduced buying power but want and need products
- Responsibility: focus on spending what they have (debit)

CONSUMER JOURNEY – STEP 1

TOCCO TOSCANO



AIMEE LEATHER TOTE

A gorgeous classic silhouette crafted in genuine soft pebble grain cowhide. By Tocco Toscano.




S\$279 SGD

or **\$69.75** x 4 interest-free installments with **hoolah**

ADD TO CART

Browse your favorite store and identify **hoolah** as an affordable alternative

CONSUMER JOURNEY – STEP 2

<input type="radio"/>	Debit / Credit Card	 Other Cards
<input type="radio"/>	PayPal	
<input checked="" type="radio"/>	hoolah - 4 installments, 0% interest Any debit or credit card	

CHECK OUT

Select **hoolah** as your payment method at the merchant checkout screen

CONSUMER JOURNEY – STEP 3

Let's get to know each other

Please complete your particulars to create an account.

hoolah

Full name

John

Weiming

Tan

(First name)

(Middle name)

(Last name)

Date of birth

28

December

1995

NRIC / FIN

S4347960A

Email

johntanweiming@gmail.com

Phone

+65

9103 3435





close

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next

Provide basic particulars and payment card details in the hoolah lightbox

CONSUMER JOURNEY – STEP 4

Order made from	hoolah order ID	Amount remaining
Tocco Toscano	42102	\$139.50 / \$279
	1st Instalment 10 Dec 2018	\$69.75
	2th Instalment 24 Dec 2018	\$69.75
	3th Instalment 08 Jan 2019	\$69.75
	4th Instalment 22 Jan 2019	\$69.75

Stay informed and responsible with automated installments

VALUE DRIVERS



CONSUMERS – TRANSFORMING PAYMENTS

- **No interest**, hidden charges or fees
- Seamless **real-time** checkout experience
- Use credit or **debit card** to pay in installments



MERCHANTS – GROWING REVENUE

- Reduce cart abandonment (~20% **conversion** ↑)
- Enhancing affordability (**50-150% basket** ↑)
- Drive higher **marketing ROI** on top of funnel

PROOF POINTS – NEW CONSUMERS



Jasmine, 23

*As a young professional, I **don't yet qualify for credit**. With hoolah, I get the benefit of spreading out my payments without needing a credit card*

*I found it practical from a **personal cash flow** perspective to pay a portion of the total amount now and the rest later. Plus, it is **completely free***



Pascal, 30

PROOF POINTS – NEW CONSUMERS

50% of hoolah consumers are choosing to pay with **debit**
for Gen Y & Z, that number jumps even higher

MERCHANT TRACTION



SENNHEISER

BEAM
AND
CO

DRESSABELLE

MOBOT

HipVan

TOCCO TOSCANO

The Quarters

BOHÈME

RENTADELLA

OHSOSOM

FAIRE
LEATHER CO.

zenyum

Palola

lustre

MORRIS MOTLEY

FERVOR
MONTREAL

Lyaya
by FJ

AUGUST SOCIETY

CANDESCENT BOX



GNOME & BOW



BOLA BOLA

ARTINSPIRE
art inspire

HEIRLOOM
Made in Italy

LAVNG

sonno

BASE
athletica

THE WYLD SHOP

ARELI DESIGNS
BEAUTIFYING INTERIORS

align

ZILINGO

SØNDAG

Florist Market

ClearSK
HEALTHCARE GROUP

area
65

yumi
ACTIVE

CHALONÉ

MOXIE

wellaholic
#livethechange

Allegro

THE WILD WOODS

rye
BEE
OO

arpsud

ZERRIN

run after

LETSFLOATSG

THE FIFTH
COLLECTION

Lully Selb

WALL YOUR PHOTOS
Preserving Moments for Generations

GLM
GYM WEAR
MOVEMENT

GRAYE

FUNFIT

MEGA FURNITURE

FITTA

outfyt

ZERRIN

THE PROJECT J

craftsbutik

BOW

EXCEL
Quality has a name

Clear

Sentosa
Tennis Club

SAFARI
SWAG

AYESHA
CASHMERE

WILD OLIVE
BRANCH

SOUL



BADA
KOREA

SEAMLESS
BESPOKE

castlery

HOOLAH – RESPONSIBLE AFFORDABILITY

CLEAR GROWTH VISION

Merchant Coverage – key regional players

Vertical Expansion – travel, travel & travel!

Instore – unlock highest spend channel

New Markets – regional growth

Experienced Team – payments, risk, etc.

LEARN MORE

- Insights Page - www.hoolah.co/insights
- Facebook - www.facebook.com/hoolahco
- LinkedIn - <https://www.linkedin.com/company/hoolahco/>

Article 1: <https://goo.gl/RCR89c>

Article 2: <https://goo.gl/8KAo24>

Article 3: <https://goo.gl/d9dfTd>



www.instagram.com/hoolahco