IM_MK26008 - V.2

ALLU

INTERNAL MEMO : ALLU THAILAND

Date of Submission : 7 August 2026
Program Name : ALLU TH - NO-CANCEL Bonus Program
Coverage : All Stores - Thailand
Category : All Categories
Period : Always On (unless revised through a new Internal Memo)

Objective :

- Reduce booking cancellations and no-show cases
- Encourage customers to proceed with their confirmed appointments
- Increase appointment conversion into successful transactions
- Support VD / store teams in improving transaction efficiency

Tier Mechanism :

Total Minimum Purchase Deals	Cash Bonus
THB 5.500	THB 150
THB 18.000	THB 550

Note :

This cash bonus is designed as an add-on promo and can be combined with other ongoing promotions.

Program Mechanism – No Cancel Bonus :

1. The ACR or VD contacts customers who want to cancel or reschedule their appointment and tells them about the Non-Cancel Bonus
2. Customers who keep their original appointment and not cancel or reschedule the

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appointment will receive the Non-Cancel Bonus
3. The VD must attach the chat with the customer as proof that the customer kept the original appointment
4. Customer completes the confirmed appointment without cancellation.

Terms & Conditions – No Cancel Bonus :

1. This program is valid from June 24th, 2026, and may be extended or ended until further notice
2. This additional cash bonus will be provided after a successful transaction
3. This additional cash bonus is limited to **one bonus per transaction** and cannot be applied multiple times to the same transaction
4. This additional cash bonus is a **Side Promotion** and may be combined with other ongoing promotional programs, including the **Always On Program**, **Tactical Program**, **ALLU Rewards Point**, and other applicable promotions, following the terms and conditions of each program
5. This promo is valid at all ALLU stores in Thailand
6. ALLU reserves the right to revise, suspend, or discontinue this promotion in case of misuse or violation

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Revision to the previous Internal Memo :

***Adjustment at flow, mechanism, and terms & conditions*.**

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