ALLU

INTERNAL MEMO
ALL/TH/IM_MK26012

Date	: JULY 16, 2026
Program Name	: ALLU TH -Happy Hour Bonus Program
Coverage	: All Stores - Thailand
Category product	: All Categories
Period	: Always On (unless revised through a new Internal Memo)
Promotion type	: Side Promotion

Objective

This program is designed to increase customer transactions during off-peak hours by providing an additional cashback incentive for eligible transactions completed during designated **Happy Hour** periods.

The objectives are to:

- Increase customer traffic during low occupancy hours
- Improve store occupancy utilization
- Reduce customer concentration during peak hours
- Maximize store productivity without increasing operating costs
- Enhance customer experience through faster service and exclusive rewards

Program Mechanism

- **Category** : All Categories
- **Minimum Transaction** : N/A
- **Requirement** : Customer completes a successful transaction during the designated Happy Hour period determined by the store.
- **Bonus** **:**

Purchase (THB)	Cash Back (THB)
100.000	1.000
200.000	2.500
300.000	4.500

Happy Hour Schedule

Day	Time	Slot
Tuesday	09.30	2 Appointment
Thursday	09.30	2 Appointment

Terms & Conditions

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1. This program is applicable only for customers who complete their transaction during the designated Happy Hour period
2. This program is applicable for **new and repeat** customers.
3. Cashback will be provided after a successful transaction.
4. Returned, cancelled, or voided transactions are not eligible for this program.
5. This promotion **can be combined only with Sameday booking program and No Cancel Program.**
6. Each eligible transaction is entitled to one Happy Hour Cashback only.
7. This program is valid only at participating ALLU stores in Thailand.
8. This program is **Always On**, unless revised or discontinued through a new Internal Memo.
9. ALLU reserves the right to revise, suspend, or discontinue this program in case of misuse or violation.

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