INTERNAL MEMO

ALLU

ALL/VN/IMM/OMK/005/V/2026
June, 08, 2026

✓ **Program Name :**
NO CANCELLATION PROMOTION

✓ **Periode :**
8 Jun 2026 – 8 Sep 2026

✓ **Target :**
All customers

✓ **Background :**

To improve appointment attendance rates and reduce booking cancellations, the No Cancellation Promotion is introduced as an incentive for customers who maintain their scheduled appointments and complete a transaction. This promotion can also be offered to customers who intend to cancel their bookings, encouraging them to keep their appointments by providing an additional cash bonus. Through this initiative, we aim to maximize store appointment utilization, increase transaction opportunities, and support the achievement of sales targets more effectively.

No Cancellation Bonus Program Incentives:

1. Customers will receive an additional cash bonus of VND 150,000 for eligible transactions with a minimum transaction value of VND 5,000,000.
2. Customers will receive an additional cash bonus of VND 450,000 for eligible transactions with a minimum transaction value of VND 15,000,000.

✓ **Mechanism :**

- The customer has an existing appointment and expresses an intention to cancel or reschedule the booking.
- The ACR or VD informs the customer about the No Cancellation Promotion and the additional cash bonus available if the customer proceeds with the original appointment.
- The customer agrees to maintain the appointment and visits the Store as scheduled.
- The customer completes a successful transaction during the appointment.
- The customer is entitled to receive an additional cash bonus of VND 150,000 or VND 450,000 for each successful transaction.
- The additional cash bonus applies only once per transaction and cannot be multiplied based on transaction value.
- The additional cash bonus may be combined with one other promotion.
- The ACR and VD must properly record and report all eligible transactions under the No Cancellation Promotion in the designated promotion tracker.

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✓ **Terms & Conditions :**

1. The program is valid from 8 June 2026 and may be extended or terminated until further notice.
2. The additional cash bonus applies only once per transaction and cannot be multiplied based on transaction value.
3. The additional cash bonus may be combined with one other promotion only (maximum of two promotions combined).
4. The program is valid at all ALLU stores in Vietnam.
5. The promotional code for this program is #NOCANCELLATION.
6. The promotion amount can not exceed 3% of the item purchase price.
7. No promotion can be applied if the margin of purchase is below than 11%.

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