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# PRESENTATION

of

***HIPER-Juego*** ®

**The Great Shopping Game**

***Buy and Play***

New Marketing System to Improve  
the Influx and Loyalty of Customers in  
Shopping Centers, Shops and Stores.

**Extension of Contents**

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**Registry of Intellectual Deeds**

35.137 ( 18 / 8 / 1995 ) 35.455 ( 30 / 8 / 1995 ) 13.546 ( 19 / 5 / 2000 ) 13.726 ( 16 / 6 / 2000 )  
14.248 ( 26 / 10 / 2000 ) 14.953 ( 15 / 3 / 2001 ) 15.030 ( 6 / 4 / 2001 ) 15.078 ( 20 / 4 / 2001 )  
15.167 ( 10 / 5 / 2001 ) 15.168 ( 10 / 5 / 2001 ) 15.169 ( 10 / 5 / 2001 ) 15.248 ( 29 / 05 / 2001 )  
15.285 ( 1 / 6 / 2001 ) 15.380 ( 21 / 6 / 2001 ) 15.787 ( 19 / 9 / 2001 ) 19.905 ( 16 / 10 / 2001 )  
15.974-75-76 ( 30 / 10 / 2001 ) 16.216 ( 28 / 12 / 2001 ) V-127-02 ( 21 / 1 / 2002 )



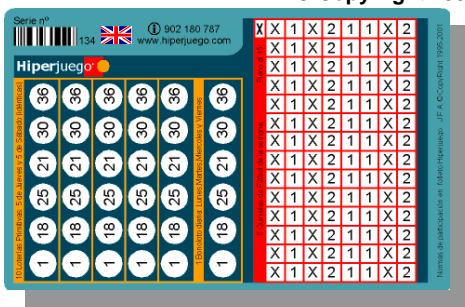
**Hiperjuego** ®

buy and play

**Richard Smith Lloyd** © CopyRight 1995 - 2002  
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ASPRODEC asociación para la promoción del pequeño y mediano comercio J.F.A. ©CopyRight 1995-2001



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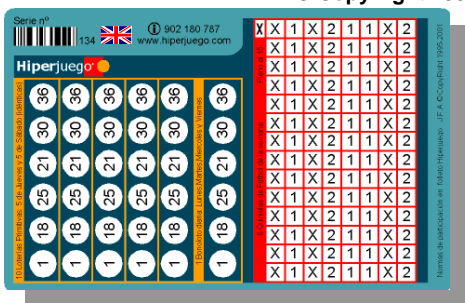
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- ⊙ Increase of influx
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- ⊙ Detailed information of Profiles of Assistance
- ⊙ Other Advantages



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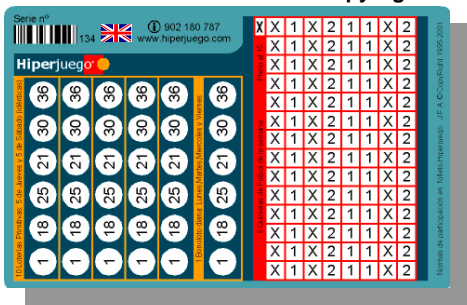
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## Originator of **HIPER-Juego**

### Javier Ferrer Alós

- Holds all the Reserved Rights of the Registry of Intellectual Deeds, CopyRight 1995-2002 on the Form, Modality, Norms and technological Setting-up as well as the commercial aim which is obtained by the new System of Loyalty **HIPER-Juego**. The same applies to the registered trademark **HIPER-Juego** ®. Rights registered and in force throughout the world.

- Nº 35.137 / 1995 : "HIPER-JUEGO : EL GRAN JUEGO DE LA ASISTENCIA"
- Nº 35.455 / 1995 : "HIPER-JUEGO : EL GRAN JUEGO DE LA ASISTENCIA 2º VERSION"
- Nº 13.546 / 2000 : "HIPER-JUEGO : COMPRAR Y JUGAR"
- Nº 13.726 / 2000 : "HIPER-JUEGO : COMPRAR Y PARTICIPAR"
- Nº 14.248 / 2000 : "PRESENTACION DE HIPER-JUEGO"
- Nº 14.953 / 2001 : "HIPER-JUEGO : THE GREAT SHOPPING GAME. BUY AND PLAY"
- Nº 15.030 / 2001 : "HIPER-JUEGO : LE GRAND JEU DES ACHATS. ACHETER ET JOUER"
- Nº 15.078 / 2001 : "HIPER-JUEGO : IL GRAN GIOCO DELL' ACQUISTO"
- Nº 15.167 / 2001 : "HIPER-JUEGO : O GRANDE JOGO DA COMPRA. COMPRAR JOGAR"
- Nº 15.168 / 2001 : "TEXTOS PUBLICITARIOS HIPERJUEGO: FOLLETO,CATALOGO, DISTINTIVO Y NORMAS "
- Nº 15.169 / 2001 : "HIPER-JUEGO : DAS GROBARTIGE EINKAUFSSPIEL. KAUFEN UND SPIELEN"
- Nº 15.248 / 2001 : "HIPER-JUEGO. ADAPTACION EN EL SECTOR SERVICIOS. INTRODUCCION. BANCA, SEGUROS y TELEFONÍA "
- Nº 15.285 / 2001 : "HIPER-JUEGO, LA TARJETA PRE-PAGO EN TELEFONIA: ESTUDIO DE ADAPTACION "
- Nº 15.380 / 2001 : "HIPER-JUEGO, ADAPTACION SECTOR TELEVISION DE PAGO : INTRODUCCION"
- Nº 15.787 / 2001 : "VENTAJAS COMPETITIVAS CON HIPER-JUEGO", "WETTBEWERBSVORTEILE MIT HIPER-JUEGO"
- Nº 15.905 / 2001 : "HIPER-JUEGO: LA COMIDA RAPIDA. PIZZAS, BOCADILLOS y HAMBURGUESAS. COMER y JUGAR"
- Nº 15.974-75-76 / 2001 "HIPER-JUEGO. LA DISTRIBUCION: CENTROS COMERCIALES, GRANDES ALMACENES, HIPERMERCADOS, SUPERMERCADOS Y ASOCIACIONES DE COMERCIANTES" - "HIPER-JUEGO. LAS PETROLERAS: LA FIDELIZACION EN LAS EE.SS. KILOMETROS DE EMOCION" -" HIPER-JUEGO. LAS CADENAS DE HOTELES. INTRODUCCION. DESCANSAR Y JUGAR"
- Nº 16.216 / 2001 "ANALISIS COMBINATORIO Y PROBABILISTICO DE LAS APUESTAS DE LOTERIAS Y QUINIELAS DE FUTBOL SEGÚN EL MODELO DE FIDELIZACION DE HIPER-JUEGO" -"ESTUDIO DE IMPLANTACION Y GESTION EXTERNALIZADA DEL SISTEMA DE FIDELIZACION HIPER-JUEGO EN UN OPERADOR"
- Nº V-127-02 / 2002 "HIPER-JUEGO. CINES. INTRODUCCION - LA EMOCION DEL CINE"



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# Formulation of the Loyalty to **HIPER-Juego**

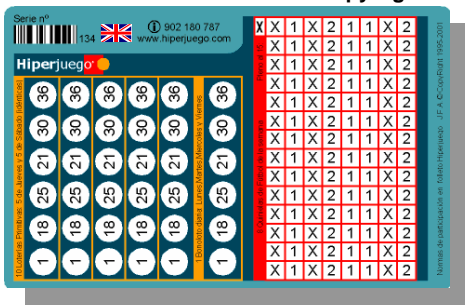
❑ Obtaining free shares in national and/or foreign lotteries totting up points obtained by customers for buying in Shopping Centres, Shops or Stores Franchised by **HIPER-Juego**, through :

- ❶ The **HIPER-Juego** card for electronic identification.
- ❷ The **Electronic Terminals** (Dataphones) for **HIPER-Juego**

which convert the total amount of the purchases into Points **HIPER-Juego**.

❑ The Points **HIPER-Juego** are obtained by the holder in a totally free way simply by purchasing in the Franchised Shop. Through his points he participates in three types of prizes:

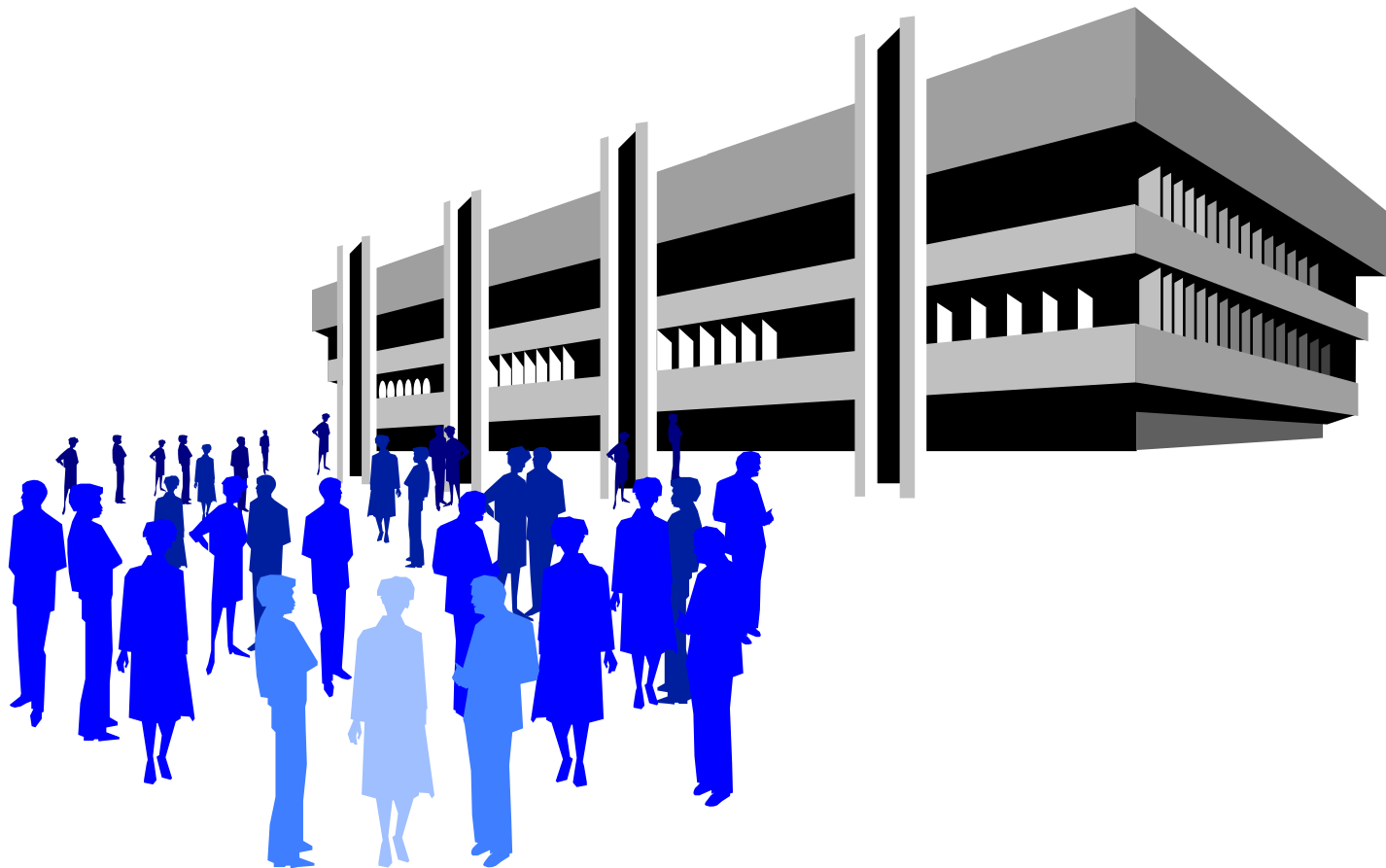
- ❶ National and foreign draws and prizes: **Lotería Primitiva, Gordo de Primitiva, Quiniela de Fútbol (football pools) (SPAIN), American Lottery (U.S.A.: Powerball, Big Game... ), French Lottery (Loto), English Lottery, German Lottery, Italian Lottery, etc...**
- ❷ Draws for cash prizes carried out by the Promoting Company for **HIPER-Juego** for all the holders.
- ❸ Draws for any type of prizes carried out by a **Shopping Center** through the known attendance of holders in its Center.



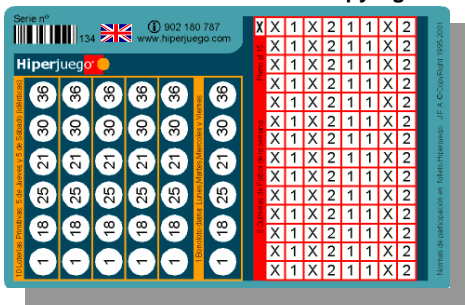
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## Where is it Played ?



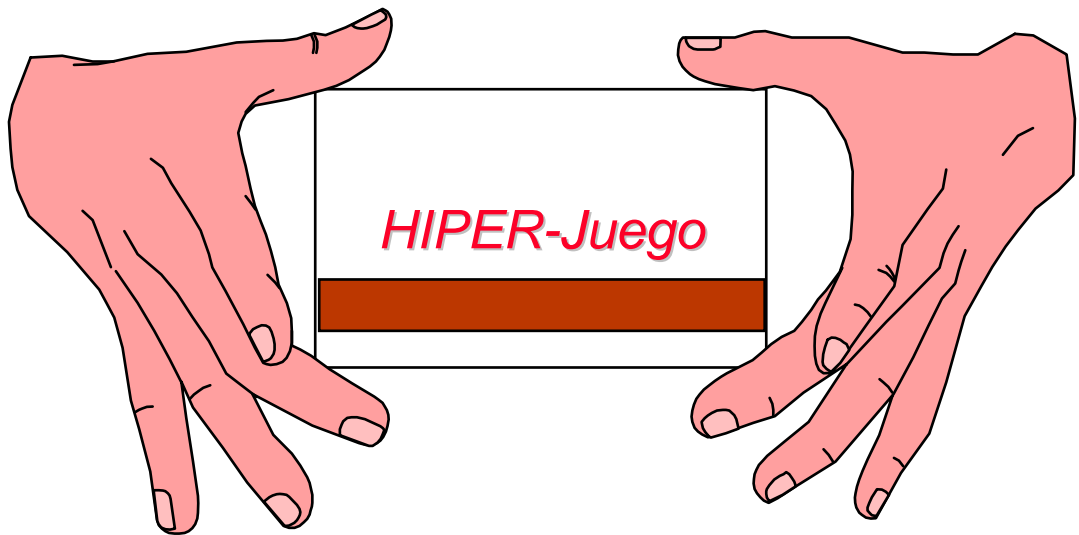
- In the Shopping Centers, Shops and stores which are subscribed to the franchise of setting-up, using and advertising the game **HIPER-Juego** with the promoting Company.
- Terminals and Technology **HIPER-Juego** installed and functioning in the Shopping Center or Shop.



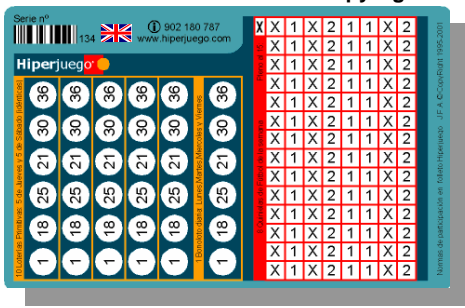
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## Who plays?



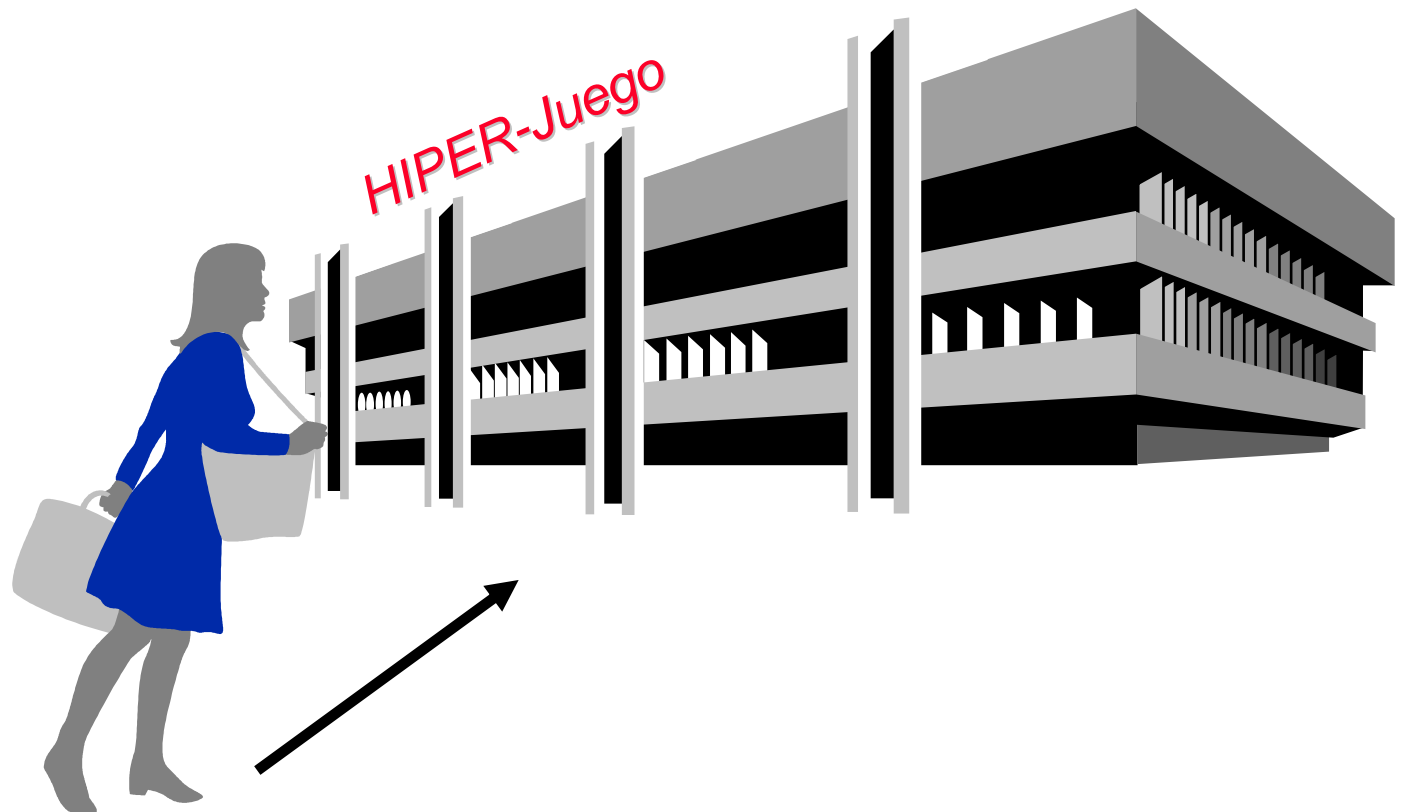
- Whoever, attending a Shopping Center or a franchised store, and who has, beforehand, subscribed or registered as a Holder of **HIPER-Juego**, in whichever Shopping Center, Shop or franchised Store.
- The registration in **HIPER-Juego** updates the database of the Promoting Company with its Personal File, allocation of a unitary electronic code and signature of the Holder accepting the norms and rules of **HIPER-Juego**.
- Thenceforward the Holder can play in whichever franchised Shopping Center.



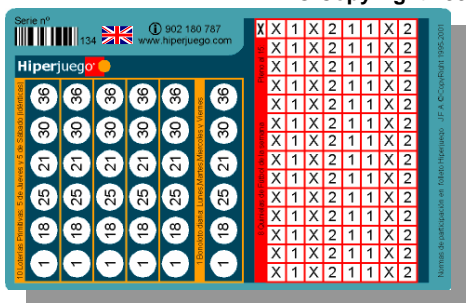
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## What does **HIPER-Juego** reward?



- **HIPER-Juego** rewards a person for his **attendance** and **purchases** in a franchised Shopping Center, Shop or Store.
- The Attendance is known to **HIPER-Juego** and to the Shopping Center through the markings of the purchases, which are free, obtained by the holder in the center with his card **HIPER-Juego** in the terminals **HIPER-Juego** (Dataphones) situated in the franchised centers once the purchase has been carried out and as a courtesy or with the compliments of the trader to his customer rewarding his loyalty.



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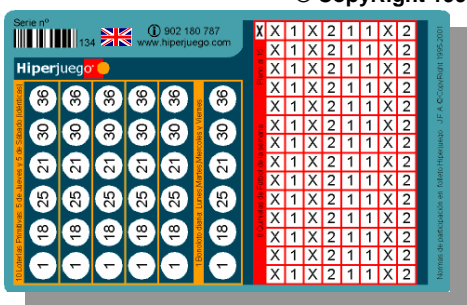
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## How is it Played?

- The holder purchases in a franchised Center.
- Requests his **HIPER-Juego** points giving the trader his personal card **HIPER-Juego** which confirms him as the holder.
- The trader puts the card through the Dataphone for **HIPER-Juego** and enters the amount of the sale; the transaction of the holder with the date, time, Center and amount is transmitted through data and the proof of Points **HIPER-Juego** is printed automatically on the very Dataphone and given to the holder. All the necessary details for the right to free participation of holder are on the receipt.
- The conversion of the purchase price into points **HIPER-Juego** is obtained converting it into the figure which corresponds to the currency with its lowest fraction, therefore a purchase of 30 pounds 75 pence will give 3075 points HIPER-Juego to its **holder**.
- The receipt of Points **HIPER-Juego** is the guarantee for the holder of his participation, nevertheless he will not have to present it in the case of a winning combination as the promoting company for **HIPER-Juego** has all his transactions.
- Simply for **Attending and Buying** in a Shopping Center or a Store franchised by **HIPER-Juego**, the holder gets points **HIPER-Juego**.
- According to the bases of the game the **More you Buy the More Points HIPER-Juego**, and more probabilities of prizes.



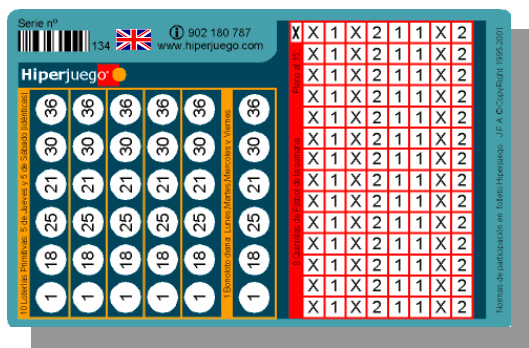
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## The Card of **HIPER-Juego**



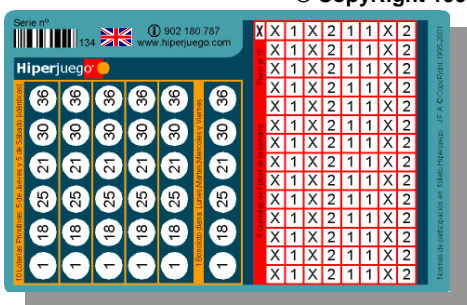
- Card Holder
- Identification Number
- Magnetic Strip for Electronic Marking



- Assistance to holders:  
Telephone, personal Assistance,  
and Web site
- Notification of published norms
- Combinations Football Pools
- Combinations English Lottery  
Wednesdays and Saturdays

- Individual card with magnetic strip with an exclusive use for **HIPER-Juego**. The information about the Holder and the bets for draws, national and foreign lotteries, **Primitiva, Gordo (Spain), interstate American Lottery (PowerBall, Big Game), French Loto, National UK Lottery ...**
- The Card allows the Holder to obtain proofs of Attendance and Purchase in the franchised Centers. With the proofs of purchase and taking into consideration the Norms of the Game, published in the Certificate of Acknowledgement, the Holder participates freely in the hope of a Prize in lotteries of the type "6 balls", NATIONAL or/and FOREIGN ONES.

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## Prizes and Draws of **HIPER-Juego**

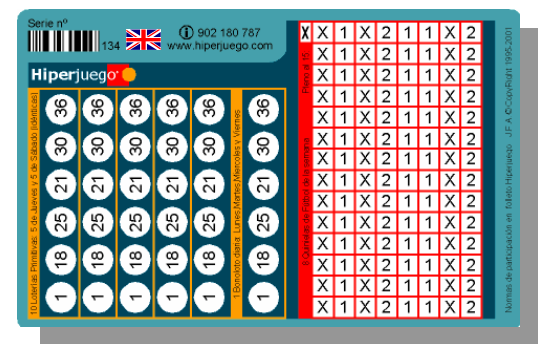


## Proofs of Attendance and Purchase

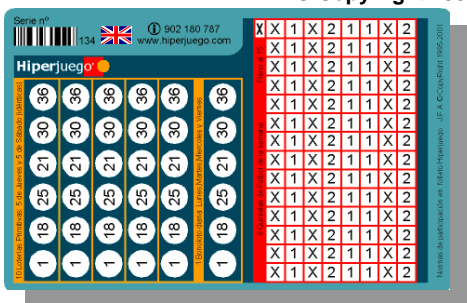


## Points **HIPER-Juego**

With the Points **HIPER-Juego** one participates in 3 groups of draws and prizes:



- 1 Several combinations of national and/or foreign "lotteries" are printed on each Card with which the Holder plays and participates continuously. 250 Cards have an identical combination, therefore the Fraction is 1/250. Nearly every day there is a draw.
- 2 Draws of Cash Prizes for **HIPER-Juego** with the Code of the unit Card. Prize for the totting up of points in whichever franchised Shopping Center.
- 3 Draws for Prizes in a particular Shopping Center. Prize for the purchase in such Center.



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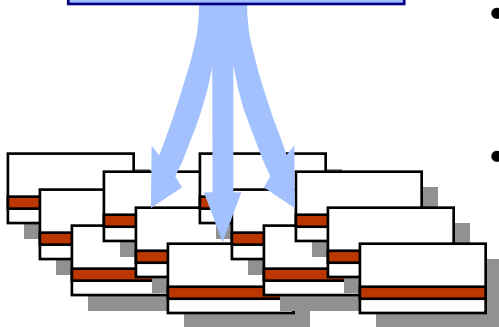
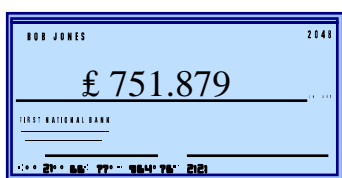
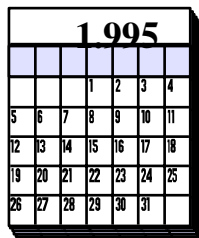
## 1 Bases for **HIPER-Juego**. National Draws.



### RIGHT TO PRIZE

- A Card with a winning combination in a national or foreign draw (Primitiva (SPAIN), PowerBall, (USA), Loto (France)... has the **Right to the Prize** if at least one **Proof of Purchase HIPER-Juego** exists in whichever franchised Store in the 7 days before the date of the winning draw.
- Therefore there must have been at least one purchase and its conversion into Points Hiper-Juego in whichever franchised store in the seven days before the date of the winning draw.
- From the seventh day without points Hiper-Juego the Holder has no right whatsoever on the sharing of a winning draw.
- **The Holder has the responsibility to buy in the stores franchised by HIPER-Juego to guarantee the right to a continuous prize.**

Rewards the regularity of purchasing

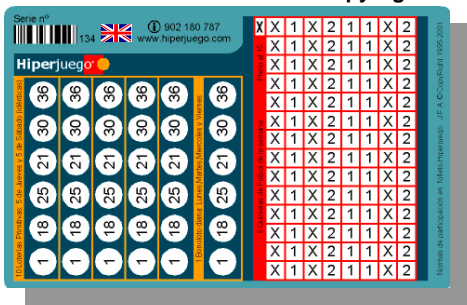


### QUANTITY OF THE PRIZE

- Once the **Right to a Prize** has been checked, its **Quantity** is calculated proration of the **Accumulated Points** of each card or Holders.
- The Points Accumulated and obtained by purchasing are the only ones which establish the basis of the sharing of the prize among all the Holders.
- Deductions and legal taxes in force will be charged onto cash prizes as well as whatever other legal clause in force.

Rewards the quantity of the purchases





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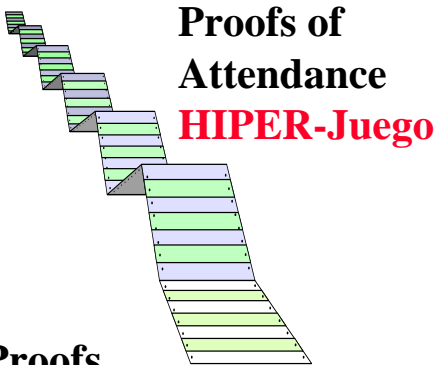
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## 2 Bases of **HIPER-Juego**. Draws **HIPER-Juego**



### RIGHT AND LEVEL OF PARTICIPATION IN DRAWS

- Each card has a number which identifies the Card Holder.
- The draws of Cash Prizes which will be applied to the proofs of Attendance/Purchase obtained in a period of time are published periodically.
- For example "Draw **HIPER-Juego** of £ 20.000 during the month of February". This indicates that the Holders who obtained proofs of Attendance / Purchase **HIPER-Juego** during the month of February in whichever franchised Center participate in it.
- Each point **HIPER-Juego** is equivalent to one unit of probability in the draw, the more the points the more the probability
- Deductions and Legal taxes in force will be charged onto cash prizes.
- Purchasing is rewarded and the higher the purchase the higher the prize.



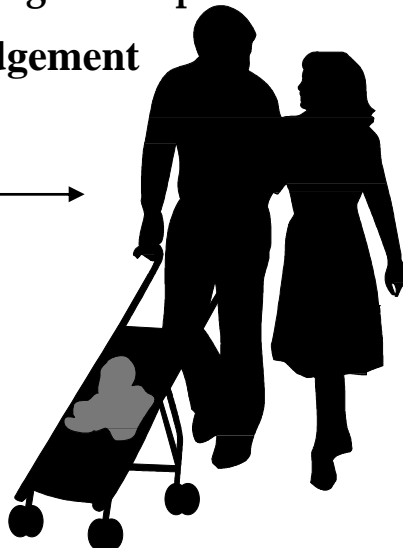
**Proofs obtained in all the franchised centers**

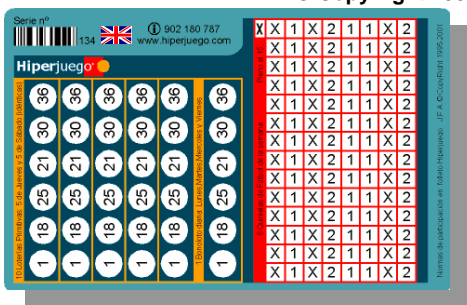
**DRAW**

← Certificate of Acknowledgement



**Advertising **HIPER-Juego** Winning Prize**





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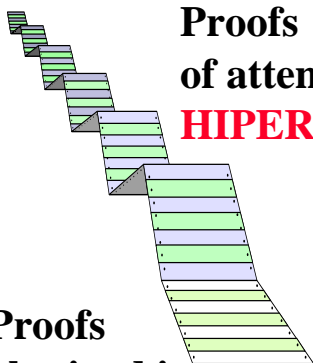
## ③ Bases of **HIPER-Juego**. Draws in Center



### RIGHT AND LEVEL OF PARTICIPATION IN DRAWS

- Each card has a number which identifies the Card Holder.
- Whichever franchised Shopping Center, having its own campaign periodically publishes draws of whichever type which will be applied to the proofs of Attendance / Purchase obtained out in a period of time and only in a particular Shopping Center.
- For example "Draw **HIPER-Juego** of a car during the month of February in the Shopping Center "La Esperanza" ". This indicates that the Holders who obtained proofs of Attendance / Purchase **HIPER-Juego** during the month of February in the Shopping Center "La Esperanza" participate in it.
- Each point **HIPER-Juego** is equivalent to one unit of probability in the draw, the more the points the more the probability.
- Purchasing is rewarded and the higher the purchase the higher the prize.

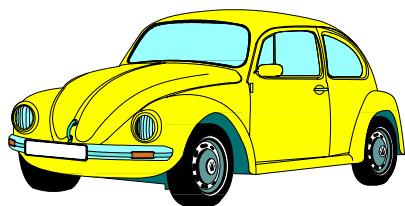
### Proofs of attendance **HIPER-Juego**



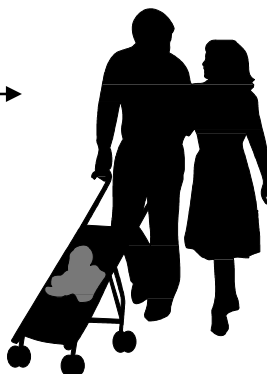
Proofs obtained in ONE particular center

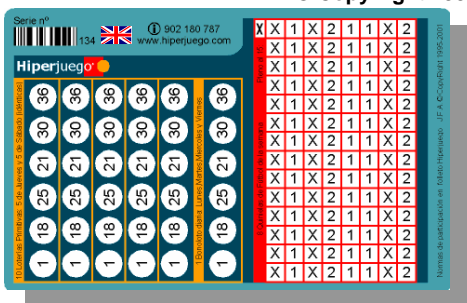
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Certificate of Acknowledgement



Advertising **HIPER-Juego** Winning Prize





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## Marketing Management of **HIPER-Juego**



← Dataphone ←



### Franchised Center:

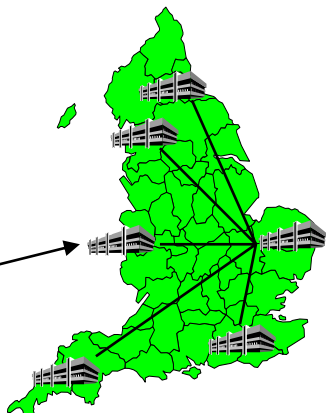
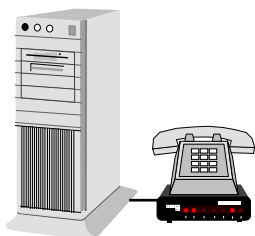
- Terminals **HIPER-Juego**
- Collector Computer
- Modem-Line RTC

### Proofs for Holder:

- Franchised Center
- Shopping Coupons
- Conversion Purchase / Points

### Registration of the Holder:

- Data-processing file
- Card **HIPER-Juego**
- Leaflet with rules
- Telephone for assistance



Integrated Services  
 Digital Network  
**HIPER-Juego**

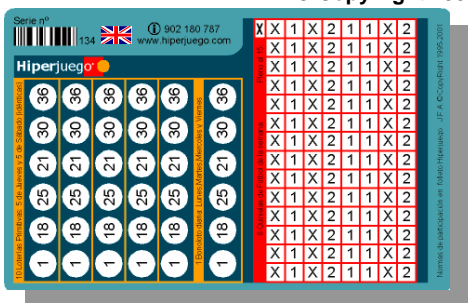
**HIPER-Juego**

### Promoting Company **HIPER-Juego**

- Management of draws
- Design of draws
- Advertising and direct Marketing
- Maintenance of Marking network
- ISDN (Integrated Services Digital Network)
- Assistance to Shopping Center
- Assistance to Card Holders
- Center for Calculation and Statistics
- Marketing reports to Centers



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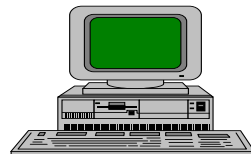


®

## Registration of Holder of **HIPER-Juego**

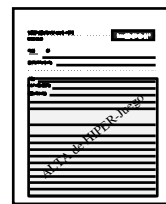
### Data-processing file

- Name
- Address
- Telephone
- Date of Birth
- Identification Number  
(if under-age, a relative)



### Proof of Registration

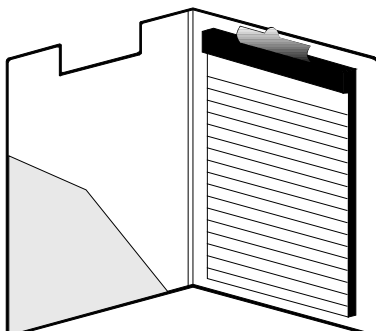
- Signed receipt for registration:
- Assigned Identification Number
- Signature of acceptance of the Rules of the Game
- Date and Time of Registration



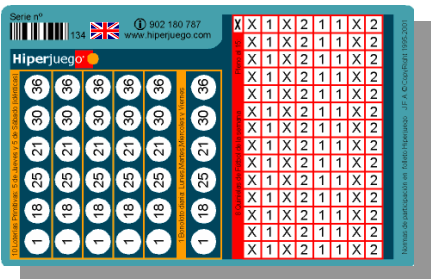
➊ **Card **HIPER-Juego****  
Personalized while you wait:  
Holder, Code, Bets...

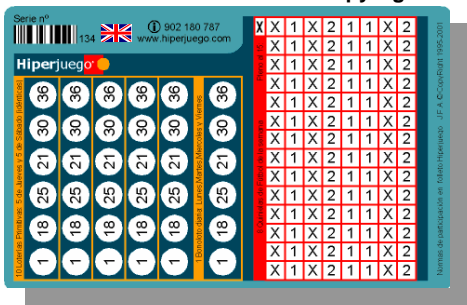


➋ **File **HIPER-Juego****  
Explanation of the Game  
Rules of the Game  
Types of Assistance



➌ **Telephone for Assistance**  
Permanent assistance to  
Card Holders:  
Prizes, Draws, Bets,  
Incidences ...  
Franchised Centers



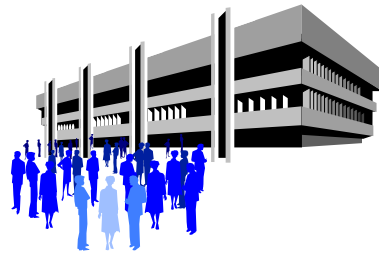


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## Marketing Advantages of **HIPER-Juego**

### ① Increase of INFLUX



In large zones with a **mixture of population** and a selection of Shopping Centers and Stores, **HIPER-Juego** supports and stimulates the decision to opt and go to Franchised Stores.

With **equal conditions** between Shopping Centers (offers) the incentive of **HIPER-Juego** supports and stimulates the decision to opt and go to the Franchised Store.

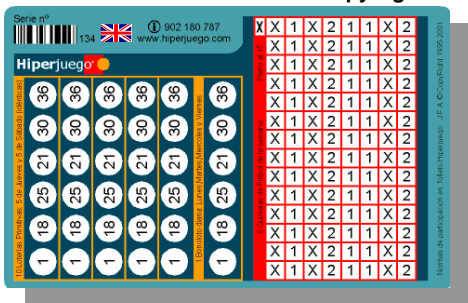
The expected improvement of influx in the franchised Shopping Center is situated between 10 and 20 % after the initial Advertising Campaign.

**Sociological Impact**

**Better Influx**  
**10-20%**





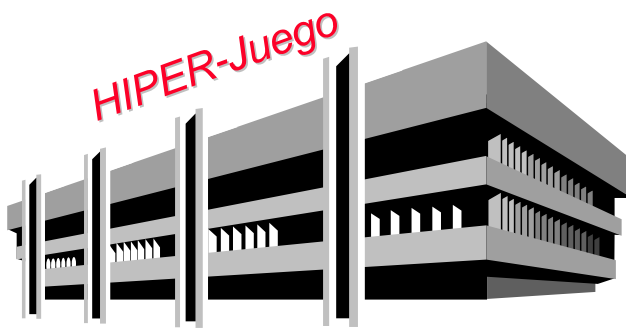


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## Marketing Advantages of **HIPER-Juego**

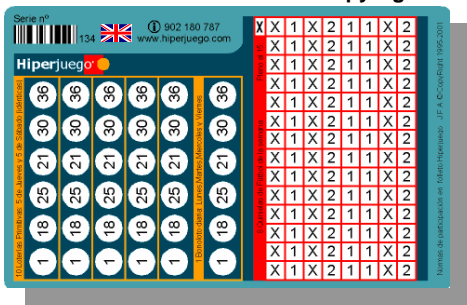
### ② Unique System of LOYALTY



**MEASURABLE  
LOYALTY**

**Incentive  
Exclusive  
to the  
Purchase**





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## Marketing Advantages of **HIPER-Juego**

### ③ Detailed information of Profiles of Attendance



Profiles of Attendance

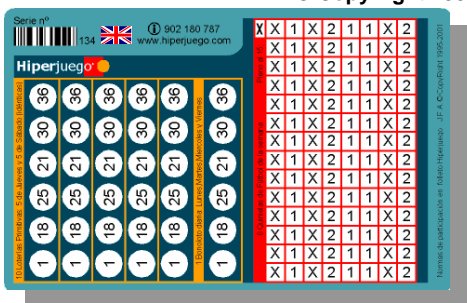
Range of Influence

STATISTICS



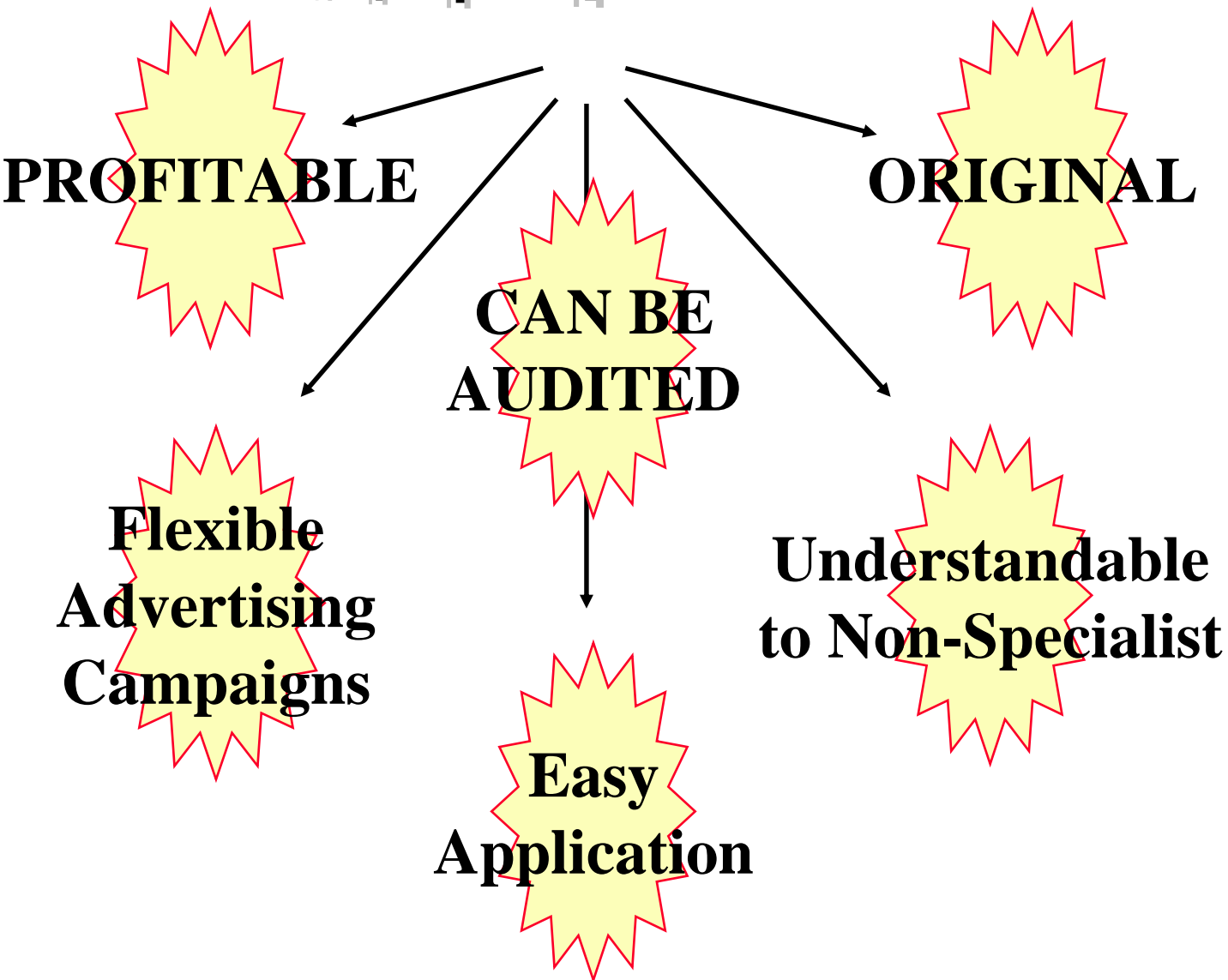
CENTER OF CALCULATION

**Quantitative  
 Measures  
 of  
 Purchase**



## Marketing Advantages of **HIPER-Juego**

### ④ Other Advantages



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# Norms

***HIPER-Juego***<sup>®</sup>  
**The Great Shopping Game**  
***B u y   a n d   P l a y***

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### Presentation of HIPER-Juego

*The Organizing Company of HIPER-Juego has as its main aims the promotion and impulse of small trade, coordination with small and medium-size trade, the development of joint techniques of performance to increase the presence of the small trade in the market field and to defend its interests, designing products which contribute to increasing and maintaining its customers, the offer of products and services to small and medium-size trade to be competitive and to create jobs.*

Within these aims and to obtain loyalty from the customers of this commercial field, and to increase the attendance to the members of the association, a random combination called HIPER-JUEGO has been developed as a system of an incentive and loyalty.

#### **1.- Objective of the System**

New system of commercial promotion to help the small trade which is franchised by the Organizing Company to use the system HIPER-Juego. It is a system of the loyalty of customers designed for the small trade.

Within the range of the objectives of the Organizing Company this game is aimed at improving the commercial promotion of the products sold in the small trade through loyalty which produces an incentive for the consumer to participate freely in prizes of the National UK Lottery on Wednesdays and Saturdays. This system has all the legal guarantees given by a card printed with the above-mentioned combinations, very simple participating norms published before Notary and a technological system maintained by the Organizing Company which offers transparency in its information (telephone for assistance, set points of attention for the **Holder**, and Internet as well), security in the level of participation (computing programs which simulate the sharing according to the norms of HIPER-Juego in actual time).

#### **2.- Definition of the performers of the system.**

**2.1.- Franchisee:** trader attached to the Organizing Company and who, in accordance with such franchise, can use the system HIPER-Juego for its commercial promotion and the sale of its products based on the improvement of its customers' loyalty because of the system HIPER-Juego.



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**2.2 Holder:** customer and last consumer of the products of the **Franchisee** and who, having a personal electronic card of HIPER-Juego can request the electronic marking of his purchase to convert its purchase price into points HIPER-Juego. The purchase ticket and receipt of HIPER-Juego can be requested. The receipt of HIPER-Juego is the proof of the right to free participation in the combinations of the National UK Lottery which are printed on his electronic card in accordance with the Norms of HIPER-Juego (hereinafter) which are public and published before Notary.

**2.3 Organizing Company of HIPER-Juego** are the human and technological resources whose aim is unfold and maintain the computing system and the logistic of acquiring combinations of the National UK Lottery of Wednesdays and Saturdays which endorse the free participations of the **Holders** and its safe-keeping in a bank where the opening and locking is supervised by a Notary.

### 3.- Definition of the system elements.

**3.1.- Electronic Card HIPER-Juego** (drawing 1): One becomes a **Holder** through the Processing of Registration of Holder in the corresponding **nominative Registry** and holds an electronic Card HIPER-Juego, element for the electronic marking in the Dataphone of HIPER-Juego which gives him the right and allows him to obtain Points HIPER-Juego to participate freely in the combinations of the National UK Lottery of Wednesdays and Saturdays printed on the very card.

**3.2.- Shop or franchised trade:** it is the trade of a **franchisee** where his products are sold and a Dataphone HIPER-Juego is available.

**3.3.- Dataphone HIPER-Juego** (drawing 2): is the electronic element which allows a telephone and digital transmission of the marking of the **Holder's** purchase in the **shop** of a **Franchisee** and guarantees his participation in actual time.

**3.4.- Purchase Ticket and receipt of Points HIPER-Juego** (drawing 2): it is the receipt of HIPER-Juego which is sent automatically through the **dataphone** once the transmission of the electronic marking has been done and which is the proof for the **holder** of his purchase in the **shop** of the **franchisee** on the date, time, place with the amount and **Points HIPER-Juego** obtained, **holder's** code and the combinations of National UK Lottery on Wednesdays and Saturdays in which he participates freely in accordance with the Norms of HIPER-Juego.



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### 3.5.- Elements which guarantee the clarity and transparency of the Game:

**3.5.1 Computing Program HIPER-Juego:** It is all the computing and data transmission system which allows the registry of the **holder** at all the customer's desks, the electronic marking in the **shop** through **dataphone**, the transmission of the details of the purchase to the central computing servers of HIPER-Juego, the stocking-up of the records of the **holders'** transactions, the publication on Internet of all the data about the combinations to inform thoroughly the **holders** of the winning combinations and their **holders** and the prize amount for each one of them. As the right to a prize and the quantity of a prize which a **holder**, whenever, can obtain, varies in accordance with the Norms of the system (see hereinafter rights, and quantity of prize in Point 7) the program works out in actual time the calculations which determine, in accordance with the aforesaid norms, the expectation of the prize of each one of the **holders**. The computing program not only publishes all the data on Internet for the **holders** but furthermore can be consulted at all the points for assistance to card holders for guarantee and transparency.

**3.5.2.- Norms of the system HIPER-Juego (Leaflet):** the norms of the system HIPER-Juego will be published before a Notary and will receive all the necessary advertisement so that the **holders** are fully informed: **Leaflet** given to the holder on registry, Internet, newspapers etc...



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#### 4.- Extensive explanation of the system of loyalty HIPER-Juego:

Once the performers and elements of the system have been defined, the remaining of the extensive explanation is the following one:

The **holders** of HIPER-Juego through their purchases in the **shop** of a **franchisee** can request points HIPER-Juego as well as **Receipt of points HIPER-Juego** showing and using their **electronic card HIPER-Juego** which gives them the right to the free participation in the combinations of the National UK Lottery on Wednesdays and Saturdays printed on their **cards** and for the draws indicated on the **receipt** printed by the **Dataphone**, all of that in accordance with the **Norms of the System HIPER-Juego** published in the **leaflet** which explain in details the way the cash prize of the National UK Lottery is shared, information which can be seen, at any time on **Internet** or asking at whatever point of **assistance to holder** or ringing the service of assistance to **holder**.

##### 4.1 Who participates and where can you participate?

Whoever purchasing and obtaining **points** in a **shop franchised** by the **Organizing Company** as long as he is the **holder** of a **card HIPER-Juego**.

##### 4.2 What does HIPER-Juego reward?

The loyalty of a customer, who being the **holder** of a **card HIPER-Juego** does his shopping in a HIPER-Juego franchised shop, is rewarded with a participation, in a total free way, the possibility of obtaining a prize in the National UK Lottery on Wednesdays and Saturdays in accordance with the norms of the system.





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### 5.- Basic Procedure to obtain points HIPER-Juego.

5.1.- A **holder** purchases in a **franchised center** for HIPER-Juego.

5.2.- Requests his points HIPER-Juego giving the trader **his personal card** which confirms him as the **holder**.

5.3.- The **franchisee** puts the **card** through the **Dataphone for HIPER-Juego** and enters the amount of the sale; the transaction of the holder with the date, time, **Center** and amount is transmitted through data and **the proof of Points HIPER-Juego** is printed automatically on the very **Dataphone** and given to the holder. All the necessary details for the right to free participation of **holder** are on the receipt. The conversion of the purchase price into points HIPER-Juego is obtained converting it into the figure which corresponds to the currency with its lowest fraction, therefore a purchase of 30 pounds 75 pence will give 3075 points HIPER-Juego to its holder.

5.4.- The receipt of Points **HIPER-Juego** is the guarantee for the holder of his participation, nevertheless he will not have to present it in the case of a winning combination as the promoting company for **HIPER-Juego** has all his transactions, and in exchange it can be used as a legal security for his participation in prizes and his rights.

### 6.- Rights and calculations of prize according to the Points HIPER-Juego: distribution.

To be able to understand the way a cash prize is shared between the **holders** who have won in one or various combinations of the National UK Lottery the following elements of the system have to be explained:

6.1.- **The series of 250 holders:** the holder has a **card HIPER-Juego** with 10 combinations of the UK Lottery for the Wednesday as well as for the Saturday (therefore has 20 free bets of £1 which are identical to 249 other **holders**: 250 **holders** have the same combinations for the Lottery. One combination of the Lottery can have to be shared between the 250 **holders** of the series in the case that all 250 comply with the minimum requirement of having purchased from a franchisee of HIPER-Juego and therefore have at least 1 **Point HIPER-Juego** obtained 7 days before the date of the prize of the Lottery (the winning date is excluded from the computation of the 7 previous days).



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6.2.- **Right to prize:** As it has been indicated a **holder** has the right to a prize of a winning combination of his **card** only if he has purchased in a **franchised center** for HIPER-Juego in the 7 days previous to the date with a prize (the winning date is excluded from the computation of the 7 previous days).

6.3.- **Quantity of prize:** a holder with a **card** with the **right to a prize** (see previous point) will receive the proportional part of the total prize according to the number of **Points HIPER-Juego** he has accumulated during the 7 days previous to the winning date as compared with the other **holders** with the **right to a prize** of the same **series of cards**.

Example:

Let us suppose one **series of cards** has a winning combination of 6 correct numbers in the National UK Lottery on a Wednesday. The prize given by the National UK Lottery is £ 2 Million (pounds) to this combination. The **Organizing Company** will verify the following points in its records:

- a/ In the **series** of 250 **holders** it appears (for example) that 150 holders have the **right to a prize** as they are the only ones with Points HIPER-Juego or purchases in a **franchised** center in the 7 days previous to the winning date.
- b/ Inform the holders in a certifying way about their right or not (registered post and publication of the codes of the holders who are winners)
- c/ Among the **holders** with a right to a prize the proportional part of each one to the cash prize (2 Million Pounds) is calculated using simple arithmetic rules, depending on the **Points HIPER-Juego** obtained by all the other **holders** of the winning **series**, in any case the Points HIPER-Juego of each **holder** are the ones he has accumulated during the 7 days previous to the winning date with his purchases in franchised centers.

Following this system and example, the 150 **holders** would receive a different amount of the prize depending on **their points**:

Number	Holder	Points HIPER-Juego	Prize in Pounds
1	4600001587	2.500	£ 1.333
2	4600054492	9.800	£ 5.226
...			
150	4600013588	135.000	£ 72.000
<b>Totals</b>		<b>3.750.000</b>	<b>£ 2.000.000</b>



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### 7.- Procedure for the Organizing Company and Notary to Collect the prize.

When a combination of the National UK Lottery has won the **Organizing Company** collects the cash prize from the National UK Lottery accompanied by a Notary if the quantity is superior to £ 10.000 (pounds) or on its own if it is inferior but always after having collected the official winning ticket of the National UK Lottery in question and in the Safekeeping of the Notary.

In the first case (prizes superior to £ 10.000 ) the cash prize is deposited in a bank account audited by the Notary. If the prize is inferior the **Organizing Company** can cash the prize directly without the intervention of the Notary or having him signed the cheques (audited account) and can distribute the prize directly in the centers of assistance to customers or in its head office for prizes of more than £ 150 (Pounds).

### 8.- Procedure of the Distribution of the prize

In the first case (prizes superior to £ 10.000 ) the prize is deposited in a bank account audited by the Notary and crossed cheques in the names of the holders with a prize and the corresponding quantity are issued (point 7).

Whenever the quantities to be distributed are superior to £ 150 (Pounds) the winning **holders** will have to go to the head office of the **Organizing Company** to collect the cheque and sign the receipt.

In the other case (quantities inferior to £ 150 Pounds) the **holder** can request his prize in any of the points of assistance to customers having checked in the computing system in actual time his right and amount of prize, before hand.

All prizes are to be paid. There is no inferior limit for the distribution to the holder except the one of the lowest currency as far as one Pound.

### 9.- Expiry of the prizes

All prizes expire after 3 months

### 10.- Reimbursements and expired prizes

The reimbursements of the combinations of the National UK Lottery are for the Association to fulfil its objectives. All the cash prizes which have not been distributed due to being expired will go to a bank account in the name of the Organizing Company for its objectives.



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### 11.- NORMS of Hiper-Juego

Anyone who is of legal age can register as a holder of the system HIPER-Juego, and having purchased previously in whatever center or trade which is **franchised** can participate freely in the combinations of the National UK Lottery on Wednesdays and Saturdays which are printed on his electronic card through his purchases in whatever commercial trade franchised by HIPER-Juego.

#### Procedure for Registration of Holder

1. The user can go to whichever point of assistance to holders of HIPER-Juego and request his electronic card HIPER-Juego.
2. The operator enters all the information about the holder: name, address, telephone and Identity Number.
3. The norms of HIPER-Juego perfectly explained, and with the name of the new holder are issued through a printer at the same time as copies which must be signed as accepted by the holder. The norms of the game, as indicated in the brochure, are published before notary.
4. The card for the holder with his name, code, magnetic strip which has been charged with his details is issued in actual time and on the very card 10 combinations of National UK Lottery for the Wednesdays and the same ones for the Saturdays, in total 20 free bets, are printed.
5. The holder is given a leaflet explaining the procedure to obtain points and how he can be informed about the state of his accounts for points which can be through:
  - 5.1 Internet, entering his code
  - 5.2 Whichever points of assistance to customers of HIPER-Juego.
  - 5.3 The telephone of assistance to the holder.

Obtaining this magnetic card HIPER-Juego is totally free.

#### Free participations in the Combinations of the National U.K. Lottery

On the mentioned card 10 combinations of the National U.K. Lottery are printed, they are for the draws on Wednesdays and on Saturdays as well, therefore it means 20 free bets which have been acquired by the Organizing Company and safely kept by the Notary to back with tickets of the National U.K. Lottery the combinations printed on each card.

Two hundred and fifty cards bear identical combinations therefore the basic fraction on each card is 1/250 as a maximum.



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### Right to the Prize

Buying in the **franchised** centers who bear the distinctive HIPER-Juego, the holder will be able to participate freely in the combinations of the National UK Lottery indicated whenever purchasing has occurred at least within the seven days prior to the date of the draw (this date is excluded for the seven days computation), for an amount superior to £ 1 pound, and if the electronic marking of his card has been sent through the Dataphone of the shop of the associate.

From the seventh day without any purchase the holder has no right whatsoever to the share of the prize. A new purchase with its electronic marking will renew the right to a prize during the next 7 days.

### Points HIPER-Juego

For each purchase done in shops of the associates and with the distinctive HIPER-Juego the holder will receive points which will be accumulated and obtained for all the purchases of the seven days prior to the draw with a prize, only those points will establish the basis of the sharing of the prize among all the holders.

### Procedure to obtain points HIPER-Juego

1. The holder of the HIPER-Juego purchases goods in a shop of one of the associates with distinctives HIPER-Juego.
2. The holder, after having paid the conventional price, requests his points HIPER-Juego as the shop is franchised by HIPER-Juego.
3. The salesperson puts the holder's card HIPER-Juego through the Dataphone and enters the amount of the purchase and at that moment the data is transmitted and the receipt of purchase HIPER-Juego is printed at the same time on the very Dataphone, it is the proof for the Holder with the Points obtained of the date, time, code and of the free combinations and the next draws (Wednesdays and Saturdays) in which the mentioned combinations participate.

Purchases for an amount inferior to £ 1 (Pound) will not obtain any points.

The conversion of the purchase price into points HIPER-Juego is obtained converting it into the figure which corresponds to the currency with its lowest fraction, therefore a purchase of 30 pounds 75 pence will give 3075 points HIPER-Juego for its **holder**.



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When a combination of the National UK Lottery acquired by the Association and safekept by a Notary has won, the participator will have the right to the prize in the proportion of the points he has and in relation to the other holders with the same winning combination with a maximum of 250 holders.

### Announcement of the state of Points HIPER-Juego of each holder

Three ways exist as a guarantee of information for the holder of HIPER-Juego, to determine at anytime his right to a prize as well as the quantity which he would get depending on the other holders of his series, all of it calculated in actual time by the computing system and based on the example of a hypothetical prize of 2 million Pounds.

- 1.- Through the telephone of assistance to the holder HIPER-Juego.
- 2.- At the points of assistance to holder.
- 3.- On Internet on the web site of HIPER-Juego and for personalized references through the code of each holder. On that page any holder can see what could be his expectations in a hypothetical prize of 2 million Pounds, the distribution or the percentage of the prize depending on the rest of Points HIPER-Juego accumulated by the other holders of the same series and all the details about all his tickets HIPER-Juego, where and when he acquired them and verifications.

All the holders of a card HIPER-Juego who won a prize superior to £ 150 (Pounds) will be notified in a certifying way. Anyway the situation of prize and amount obtained are published on Internet to be consulted.

The numbers acquired by the organizing Company will be deposited in the Notary public office of the Notary: D.

### Damage or loss of card HIPER-Juego

If a magnetic card HIPER-Juego is lost or gets damaged it will be cancelled and a new one will be issued which will be exactly similar to the one which was damaged or lost. The magnetic card HIPER-Juego can also be cancelled if in the time limit of three months no goods have been purchased with that card. Should this occur the Association would have to inform the holder in writing using the address he gave when he registered and which appears on his file given.

# The Card *HIPER-Juego*

**Javier Ferrer Alós**

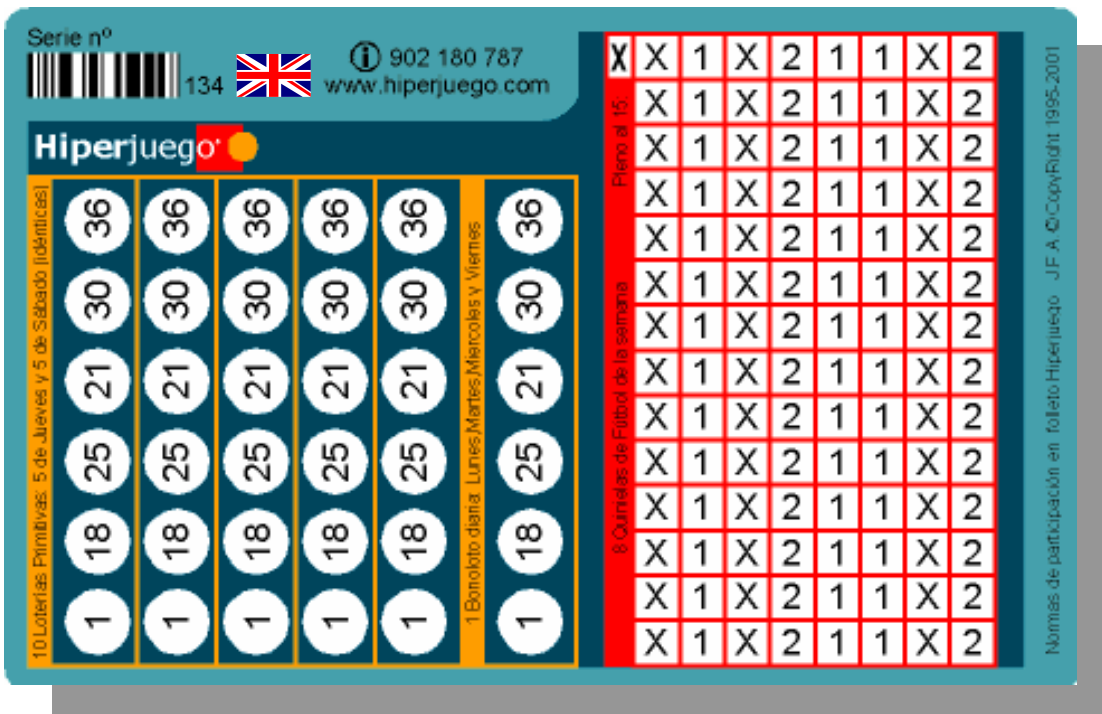
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- Holder of the Card
- Identification Number
- Magnetic Strip for Electronic Marking
- Association

Assistance to holders:  
 Telephone, personal Assistance,  
 and Web site

Series



→ Notification of published norms

Combinations English Lottery  
 Wednesdays and Saturdays  
 Drawing nº 1

Combinations  
 Football Pools

# Dataphone and Ticket *HIPER-Juego* Javier Ferrer Alós

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Holder **4 6 2 5 2 0 0 2 5 2**  
 Date 20 November 2000  
 Time 11.35

Points **HIPER-Juego 3.000**

Free Participations in draws:  
**23 and 25 November 2000**

1 -	1	8	12	22	34	44
2 -	5	9	18	20	30	34
3 -	3	4	11	15	32	40
4 -	7	9	15	21	35	46
5 -	2	5	18	24	38	41
6 -	6	7	19	23	31	43
7 -	4	6	16	26	36	46
8 -	1	9	19	25	39	49
9 -	2	9	14	23	33	47
10 -	5	7	18	24	37	45

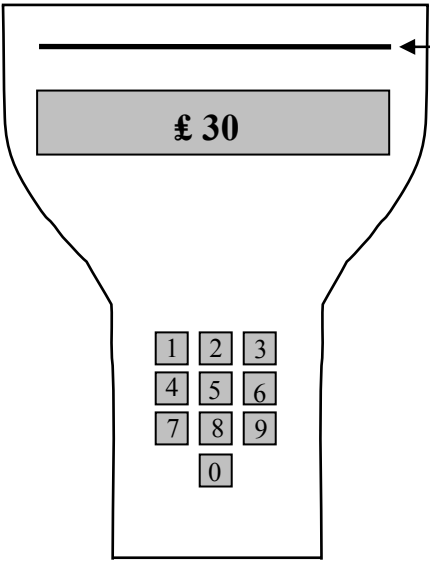
All prizes expire after 3 months  
 Norms of system **HIPER-Juego** before notary

Ticket of **HIPER-Juego**

Holder's card



Dataphone



Printing of the Ticket **HIPER-Juego**

Card slot  
**TRANSMISSION TO ASSOCIATION**

Allocation of the value of the Sale

Holder  
 Drawing nº 2

Associate  
 Page 12 of 12

Association



**Javier Ferrer Alòs**

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web : www.hiperjuego.com

# PRESENTACION

de

## *HIPER-Juego*<sup>®</sup>

### El Gran Juego de la Compra

## *Comprar y Jugar*

Nuevo Sistema de Marketing para la Mejora de Afluencia y Fidelización de Clientes a los Centros Comerciales, Tiendas y Comercios.

**Ampliación de Contenidos**

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Registro de Propiedad Intelectual

35.137 ( 18 / 8 / 1995 ) 35.455 ( 30 / 8 / 1995 ) 13.546 ( 19 / 5 / 2000 ) 13.726 ( 16 / 6 / 2000 )  
14.248 ( 26 / 10 / 2000 ) 14.953 ( 15 / 3 / 2001 ) 15.030 ( 6 / 4 / 2001 ) 15.078 ( 20 / 4 / 2001 )  
15.167 ( 10 / 5 / 2001 ) 15.168 ( 10 / 5 / 2001 ) 15.169 ( 10 / 5 / 2001 ) 15.248 ( 29 / 05 / 2001 )  
15.285 ( 1 / 6 / 2001 ) 15.380 ( 21 / 6 / 2001 ) 15.787 ( 19 / 9 / 2001 ) 19.905 ( 16 / 10 / 2001 )  
15.974-75-76 ( 30 / 10 / 2001 ) 16.216 ( 28 / 12 / 2001 ) V-127-02 ( 21 / 1 / 2002 )

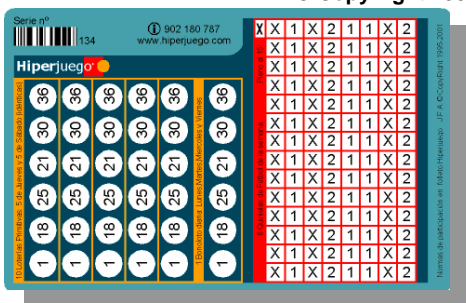


**Hiperjuego**<sup>®</sup>

comprar y jugar

**consuelo Martinez Albal** © CopyRight 1995 - 2002  
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ASPROCEC asociación para la promoción del pequeño y mediano comercio J.F.A. © CopyRight 1995-2001



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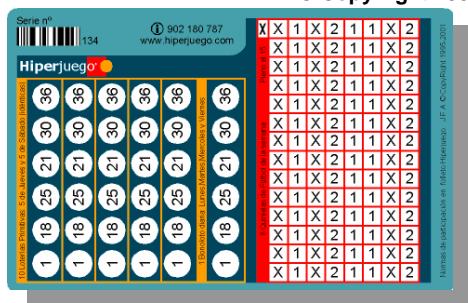
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⊙ Sistema Unico de Fidelización

⊙ Información precisa de Perfiles de Asistencia

⊙ Otras Ventajas



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# Javier Ferrer Alós

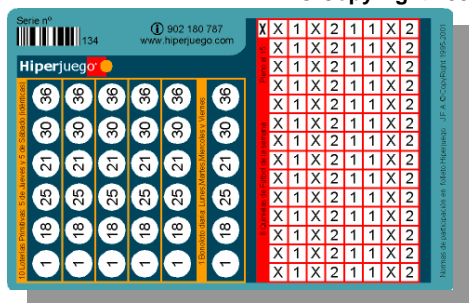
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 e-mail : web@hiperjuego.com  
 web : www.hiperjuego.com

## Autor de **HIPER-Juego**

### Javier Ferrer Alós

- Posee todos los Derechos Reservados de Propiedad Intelectual, CopyRight 1995-2002 sobre la Forma, Modalidad, Normas e Implantación tecnológica así como del objetivo comercial que produce el nuevo Sistema de Fidelización **HIPER-Juego**, igualmente sobre la marca registrada **HIPER-Juego** (R). Derechos inscritos y vigentes en todo el Mundo.

- Nº 35.137 / 1995 : "HIPER-JUEGO : EL GRAN JUEGO DE LA ASISTENCIA"
- Nº 35.455 / 1995 : "HIPER-JUEGO : EL GRAN JUEGO DE LA ASISTENCIA 2º VERSION"
- Nº 13.546 / 2000 : "HIPER-JUEGO : COMPRAR Y JUGAR"
- Nº 13.726 / 2000 : "HIPER-JUEGO : COMPRAR Y PARTICIPAR"
- Nº 14.248 / 2000 : "PRESENTACION DE HIPER-JUEGO"
- Nº 14.953 / 2001 : "HIPER-JUEGO : THE GREAT SHOPPING GAME. BUY AND PLAY"
- Nº 15.030 / 2001 : "HIPER-JUEGO : LE GRAND JEU DES ACHATS. ACHETER ET JOUER"
- Nº 15.078 / 2001 : "HIPER-JUEGO : IL GRAN GIOCO DELL' ACQUISTO"
- Nº 15.167 / 2001 : "HIPER-JUEGO : O GRANDE JOGO DA COMPRA. COMPRAR JOGAR"
- Nº 15.168 / 2001 : "TEXTOS PUBLICITARIOS HIPERJUEGO: FOLLETO,CATALOGO, DISTINTIVO Y NORMAS "
- Nº 15.169 / 2001 : "HIPER-JUEGO : DAS GROBARTIGE EINKAUFSSPIEL. KAUFEN UND SPIELEN"
- Nº 15.248 / 2001 : "HIPER-JUEGO. ADAPTACION EN EL SECTOR SERVICIOS. INTRODUCCION. BANCA, SEGUROS y TELEFONÍA "
- Nº 15.285 / 2001 : "HIPER-JUEGO, LA TARJETA PRE-PAGO EN TELEFONIA: ESTUDIO DE ADAPTACION "
- Nº 15.380 / 2001 : "HIPER-JUEGO, ADAPTACION SECTOR TELEVISION DE PAGO : INTRODUCCION"
- Nº 15.787 / 2001 : "VENTAJAS COMPETITIVAS CON HIPER-JUEGO", "WETTBEWERBSVORTEILE MIT HIPER-JUEGO"
- Nº 15.905 / 2001 : "HIPER-JUEGO: LA COMIDA RAPIDA. PIZZAS, BOCADILLOS y HAMBURGUESAS. COMER y JUGAR"
- Nº 15.974-75-76 / 2001 "HIPER-JUEGO. LA DISTRIBUCION: CENTROS COMERCIALES, GRANDES ALMACENES, HIPERMERCADOS, SUPERMERCADOS Y ASOCIACIONES DE COMERCIANTES" - "HIPER-JUEGO. LAS PETROLERAS: LA FIDELIZACION EN LAS EE.SS. KILOMETROS DE EMOCION" -"HIPER-JUEGO. LAS CADENAS DE HOTELES. INTRODUCCION. DESCANSAR Y JUGAR"
- Nº 16.216 / 2001 "ANALISIS COMBINATORIO Y PROBABILISTICO DE LAS APUESTAS DE LOTERIAS Y QUINIELAS DE FUTBOL SEGÚN EL MODELO DE FIDELIZACION DE HIPER-JUEGO" -"ESTUDIO DE IMPLANTACION Y GESTION EXTERNALIZADA DEL SISTEMA DE FIDELIZACION HIPER-JUEGO EN UN OPERADOR"
- Nº V-127-02 / 2002 "HIPER-JUEGO. CINES. INTRODUCCION - LA EMOCION DEL CINE"

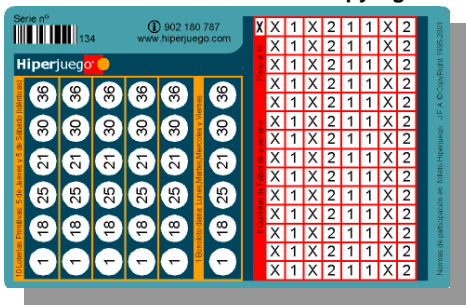


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## Enunciado de la fidelización de **HIPER-Juego**

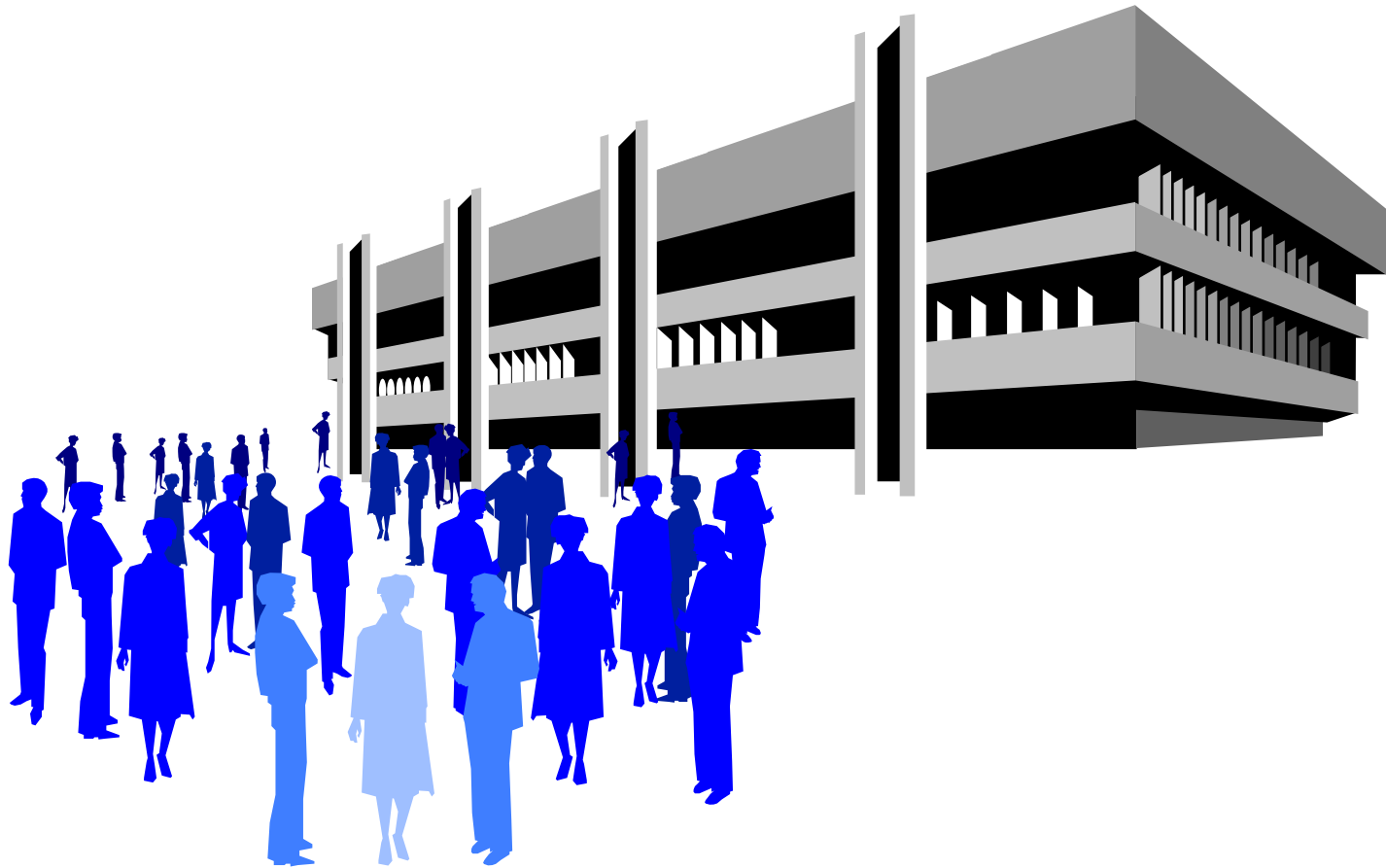
- ❑ Obtención de participaciones gratuitas de Loterías nacionales y/o extranjeras por la acumulación de Puntos obtenidos con las compra realizadas de los Titulares en Centros Comerciales, Tiendas o Comercios Franquiciados de **HIPER-Juego**, a través de:
  - ❶ la Tarjeta **HIPER-Juego** de Identificación electrónica.
  - ❷ los Terminales Electrónicos ( Datáfonos ) **HIPER-Juego** que convierten los importes de las compras realizadas en Puntos **HIPER-Juego**.
  
- ❑ Los Puntos **HIPER-Juego** los obtiene el Titular de forma gratuita y por la mera Compra en la Tienda Franquiciada. Por medio de sus Puntos participa en tres tipos de premios:
  - ❶ Sorteos y Premios nacionales y extranjeros : Lotería Primitiva, Gordo de Primitiva , Quiniela de Fútbol (ESPAÑA), Lotería Americana (USA : PowerBall, Big Game...). Primitiva Francesa (Loto), Lotería Inglesa (Lottery), Lotería Alemana, Lotería Italiana etc.
  - ❷ Sorteos de Premios en metálico realizados por la Sociedad Gestora de **HIPER-Juego** a todos los Titulares.
  - ❸ Sorteos de Premios de cualquier naturaleza realizados por un Centro Comercial a través de la Asistencia conocida de Titulares a su Centro.



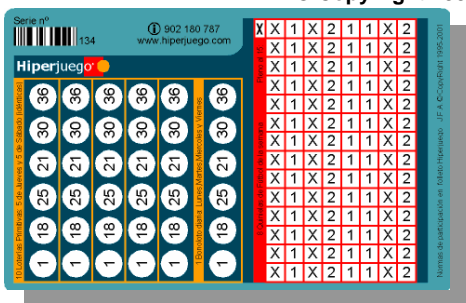
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## ¿ Dónde se Juega ?



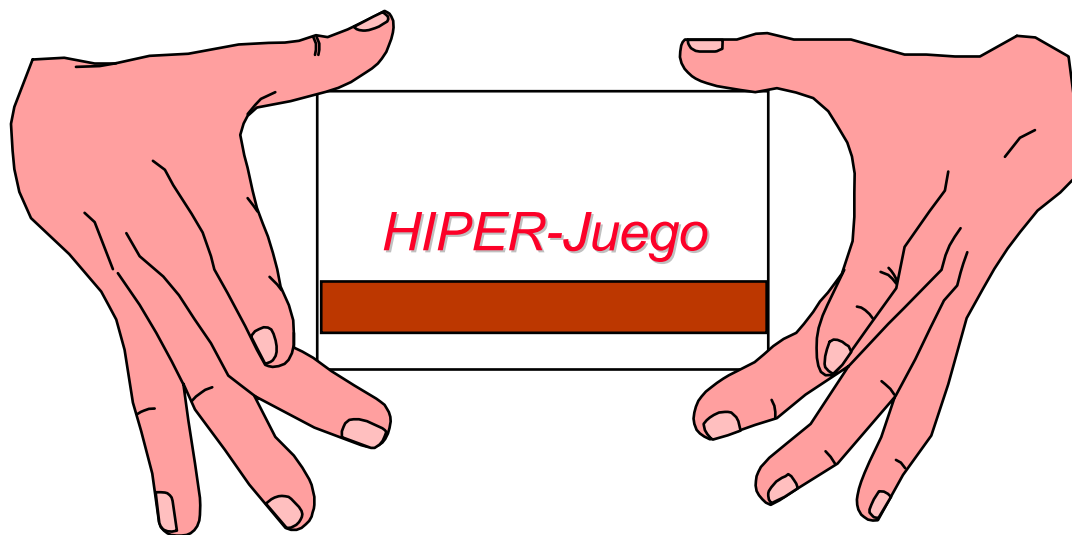
- En los Centros Comerciales, Tiendas o Comercios que tengan suscrita la franquicia de instalación, utilización y publicidad del Juego **HIPER-Juego** con la Sociedad Gestora.
- Terminales y Tecnología **HIPER-Juego** instalados y funcionando en el Centro Comercial o Comercio.



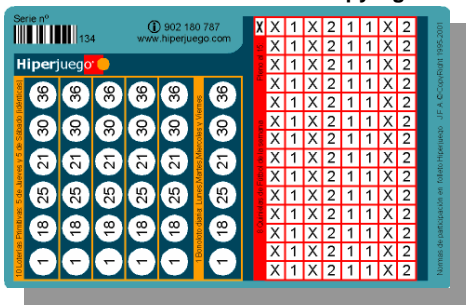
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## ¿ Quién Juega ?



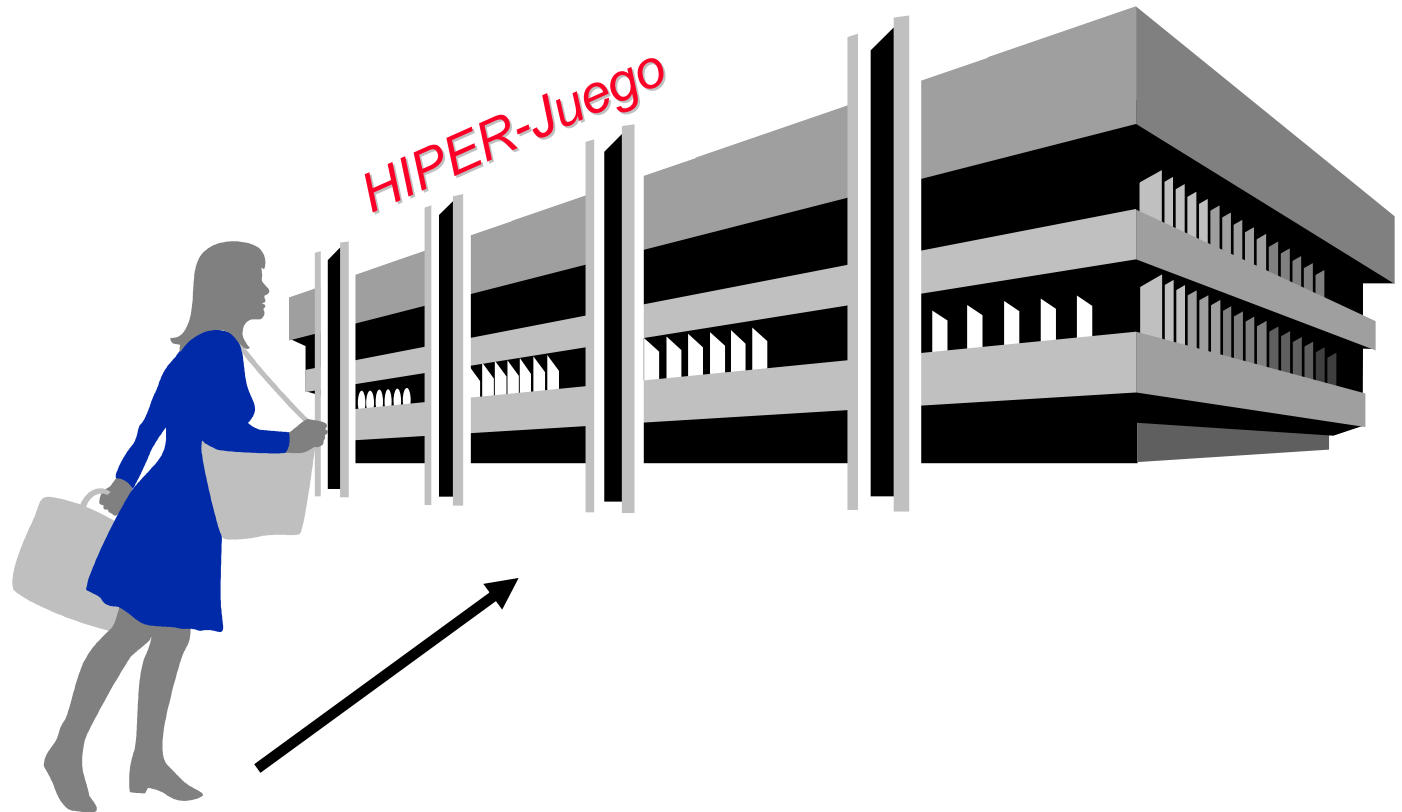
- Cualquier persona, que asistiendo a un Centro Comercial o Comercio franquiciado, haya sido previamente inscrito o dado de Alta como Titular de **HIPER-Juego**, en cualquier Centro Comercial, Tienda o Comercio franquiciado.
- La inscripción en **HIPER-Juego** actualiza las Bases de Datos de la Sociedad Gestora con su Ficha Personal, asignación del código electrónico unitario y firma del Titular de la Aceptación de las Normas y Reglamento de **HIPER-Juego**.
- A partir de ese momento el Titular puede jugar en cualquier Centro Comercial franquiciado.



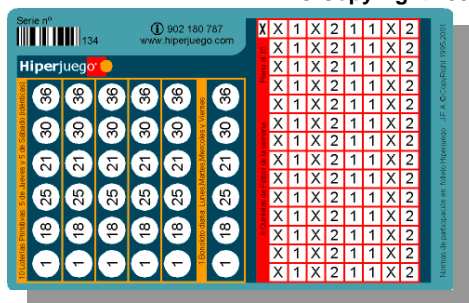
**Javier Ferrer Alós**

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## ¿ Qué premia **HIPER-Juego** ?



- **HIPER-Juego** Premia a una Persona por su **Asistencia y Compras** en un Centro Comercial, Tienda o Comercio franquiciado.
- La Asistencia es conocida por **HIPER-Juego** y el Centro Comercial a través de los **marcajes de compras realizados**, gratuitos, que realiza el Titular en el comercio con su **Tarjeta HIPER-Juego** en los **Terminales HIPER-Juego** ( Datáfonos ) instalados en los comercios franquiciados una vez realizada la compra y como cortesía u obsequio del comerciante a su cliente premiando su fidelidad.



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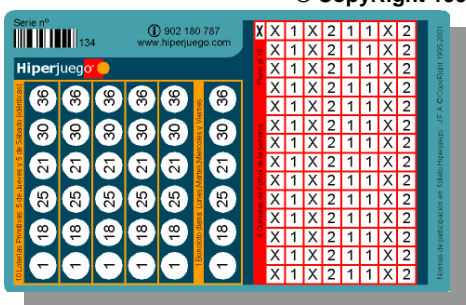
## Javier Ferrer Alós

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## ¿Cómo se Juega ?

- Un Titular realiza una compra en una tienda franquiciada.
- Solicita puntos **HIPER-Juego** dando para ello al comerciante su tarjeta nominativa **HIPER-Juego** que le acredita como titular.
- El comerciante pasa la tarjeta por el Datáfono de **HIPER-Juego** y teclea el importe de la compraventa; se transmite telemáticamente la transacción del titular, fecha, hora, tienda e importe y automáticamente se imprime en el propio Datáfono el justificante de Puntos **HIPER-Juego** para el titular donde figuran todos los datos precisos del derecho de la participación gratuita del titular.
- La conversión del importe de la compra en puntos **HIPER-Juego** se obtiene convirtiendo en la cifra que corresponda con la moneda fraccionaria menor, así una compra de 30 Libras y 75 pences, produce 3075 puntos HIPER-Juego para el **titular**.
- El justificante de Puntos **HIPER-Juego** sirve como garantía al titular de su participación, no obstante no será precisa su presentación caso de una combinación premiada pues la sociedad gestora de **HIPER-Juego** tiene todas sus transacciones.
- Por la mera **Asistencia y Compra** a un Centro Comercial o Comercio franquiciado por **HIPER-Juego**, el Titular obtiene puntos **HIPER-Juego**.
- Según las bases del Juego, **Cuanta Más Compra Más Puntos HIPER-Juego** , más probabilidad de premios.

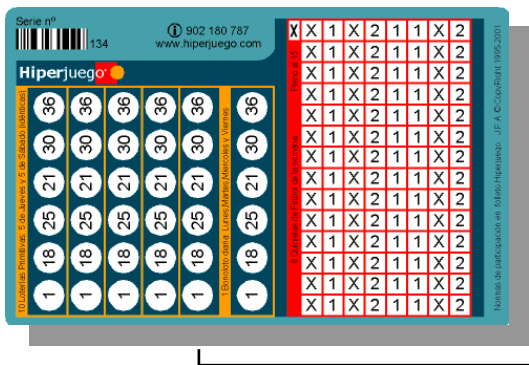




## La Tarjeta de **HIPER-Juego**

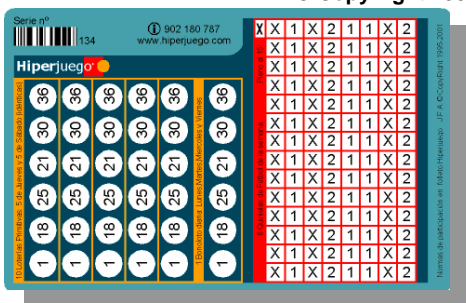


- Titular de la Tarjeta
- Número de Identificación
- Banda Magnética de Marcaje Electrónico



- Teléfono de Asistencia a Clientes
- Aviso de normas publicadas
- Apuestas Quiniela de Fútbol
- Combinaciones de Lotería nacional y/o extranjera

- Tarjeta unipersonal de banda magnética de uso exclusivo para **HIPER-Juego**. Lleva impresa datos del Titular y las apuestas de sorteos y premios nacionales y extranjeros **Primitiva, Gordo (España) Primitiva multiestatal americana (PowerBall, BigGame), Loto francesa, inglesa (UK Lottery), italiana, alemana ...**
- La Tarjeta permite al Titular realizar marcajes de Presencia y Compra en los Centros franquiciados. Con los marcajes de Compra y en base a las Normas del Juego, publicadas en Acta Notarial, el Titular participa de forma gratuita a la expectativa de Premio en Loterías de tipo "6 bolas o primitivas" **NACIONALES y/o ESTRANJERAS.**



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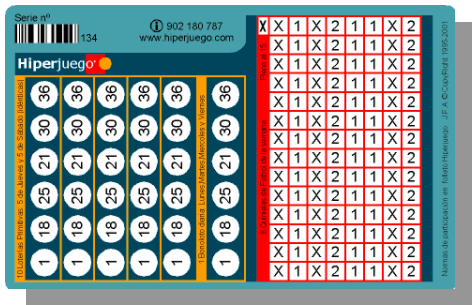
## Premios y Sorteos de **HIPER-Juego**



## Marcajes de Presencia y Compra



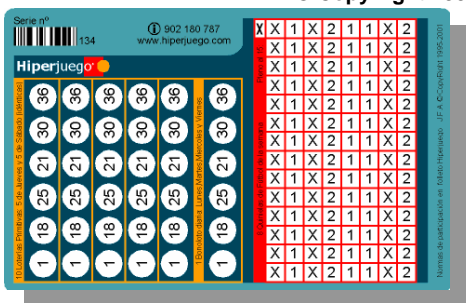
## Puntos **HIPER-Juego**



- Con los Puntos **HIPER-Juego** se participa en 3 paquetes de sorteos y premios:

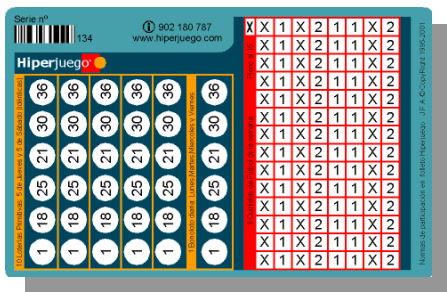
- 1 Cada Tarjeta lleva impresa varias combinaciones de “primitivas” nacionales y/o extranjeras a la que el Titular Juega y participa de forma continua. 250 Tarjetas llevan idéntica combinación, por lo que es Fracción 1/250. Casi todos los días hay algún Sorteo.
- 2 Sorteos de Premios en metálico por **HIPER-Juego** al Código de Tarjeta unitaria. Premio por la acumulación de Puntos en cualquier Centro Comercial franquiciado.
- 3 Sorteos de Premios por un Centro Comercial en concreto. Premio por la Compra en dicho Centro.

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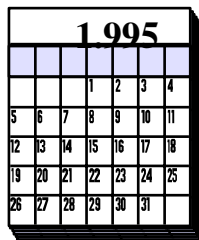
## 1 Bases de **HIPER-Juego**. Sorteos nacionales



### DERECHO A PREMIO

- Una Tarjeta con combinación premiada en sorteo nacional o extranjero (Primitiva (ESP), PowerBall (USA), Loto (FRA)... tiene **Derecho a Premio** si existe al menos 1 Marcaje de Compra **HIPER-Juego** en cualquier Tienda franquiciada en los 7 días anteriores a la fecha del sorteo con premio.
- Por lo tanto debe haber existido al menos una compra y su conversión en Puntos Hiper-Juego en cualquier tienda franquiciada en los siete días anteriores a la fecha del sorteo premiado.
- A partir del séptimo día sin puntos Hiper-Juego el Titular carece de cualquier opción a tener derecho al reparto de un sorteo premiado.
- El Titular se encarga de comprar en las tiendas franquiciadas por Hiper-Juego para garantizarse el derecho a premio continuo.

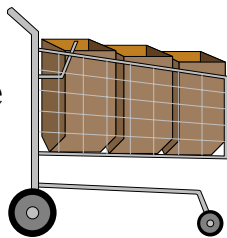
Premia la Regularidad de la Compra

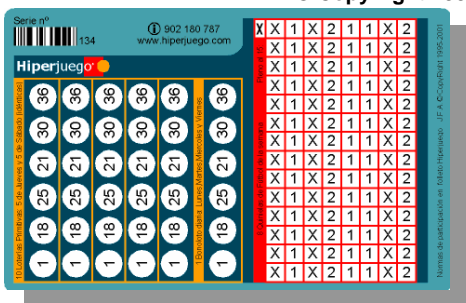


### CANTIDAD DEL PREMIO

- Una vez verificado el **Derecho a Premio**, la **Cantidad** del mismo se resuelve por prorrateo de **Puntos Acumulados** de cada una de las Tarjetas o Titulares.
- Los Puntos Acumulados y obtenidos por las Compras son los únicos que establecen la base del reparto del premio entre todos los titulares. A los premios en metálico se les aplicarán las Retenciones e Impuestos Legales vigentes y cualquier otra disposición legal vigente.

Premia la Cantidad de la Compra





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 web : www.hiperjuego.com

## 2 Bases de **HIPER-Juego**. Sorteos **HIPER-Juego**



### DERECHO Y NIVEL PARTICIPACION SORTEO

- Cada Tarjeta tiene un Número único que Identifica al Titular de la Tarjeta.
- Periódicamente se publican sorteos de Premios en Metálico que se aplicarán a los marcajes de Presencia/ Compra realizados en un periodo de tiempo.
- Por ejemplo "Sorteo **HIPER-Juego** de 5.000.000 Ptas durante el mes de Febrero". Esto indica que participan los Titulares que hayan realizado marcajes de Presencia/ Compra **HIPER-Juego** durante el mes de Febrero en cualquiera de los Centros franquiciados.
- Cada punto **HIPER-Juego** equivale a una unidad de probabilidad en el sorteo, cuantos más puntos más probabilidad.
- A los premios en metálico se les aplicaran las Retenciones e Impuestos Legales vigentes.
- Se premia la Compra y se premia MAS la mayor Compra.

Marcajes de Presencia **HIPER-Juego**

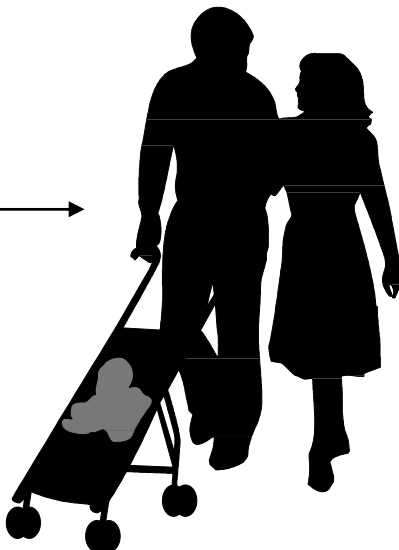
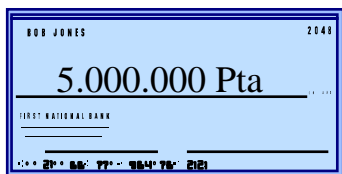


Marcajes realizados en todos los Centros franquiciados

**SORTEO**

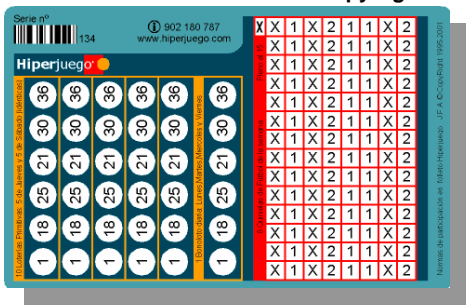


← Acta Notarial



Publicidad **HIPER-Juego**  
 Premio Sorteado





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## Gestión del Marketing de **HIPER-Juego**



← Datafono ←



Centro Franquiciado:

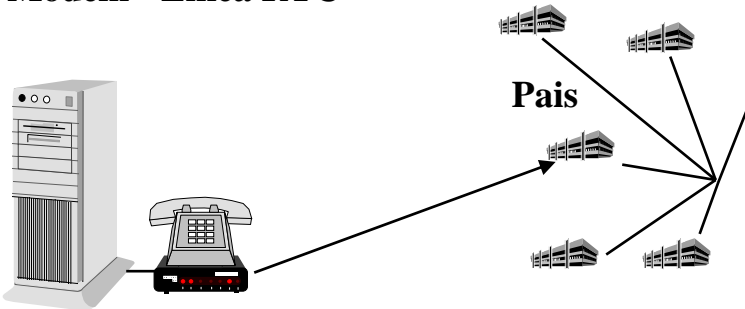
- Terminales **HIPER-Juego**
- Ordenador Colector
- Módem - Línea RTC

Marcajes del Titular:

- Centro Franquiciado
- Vales de Compra
- Conversión Compra/ Puntos

Alta de Titular:

- Ficha Informática
- Tarjeta **HIPER-Juego**
- Folleto de Reglamento
- Teléfono de Asistencia



**HIPER-Juego**

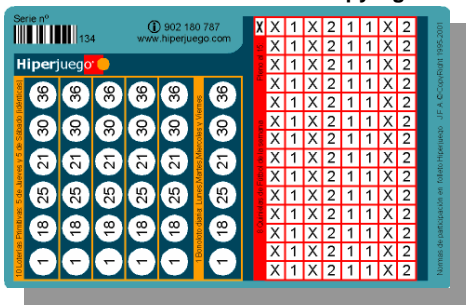


Red Telemática de **HIPER-Juego**

Sociedad Gestora **HIPER-Juego**

- Gestión de Sorteos
- Diseño de Premios
- Publicidad y Marketing directo
- Mantenimiento Red de Marcajes
- Telemática
- Asistencia a Centro Comercial
- Asistencia a Titulares de Tarjeta
- Centro de Cálculo y Estadística
- Informes de Marketing a Centros





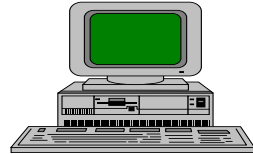
# Javier Ferrer Alós

c/ Jaime I el Conquistador, nº 19  
46111 ROCAFORT - Valencia - ESPAÑA  
Tel : +34 96 131 22 10 Fax : +34 96 131 21 99  
e-mail : web@hiperjuego.com  
web : www.hiperjuego.com

## Alta del Titular de **HIPER-Juego**

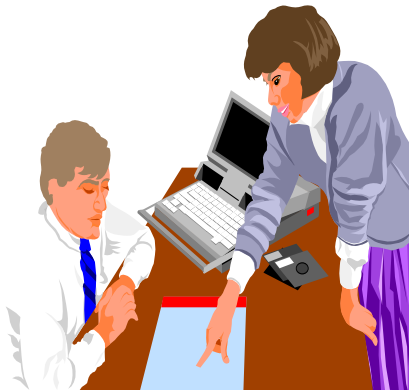
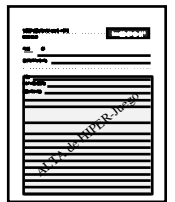
### Ficha Informática

- Nombre
- Dirección
- Teléfono
- Fecha de Nacimiento
- D.N.I. (si menor, un familiar)



### Justificante de Alta

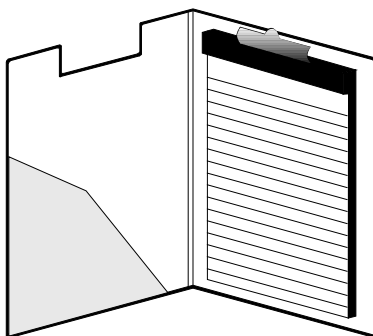
- Comprobante firmado de Alta:
- Número de Identificación Asignado
- Firma de aceptación Normas del Juego
- Fecha y Hora de Alta



➊ **Tarjeta **HIPER-Juego****  
Personalizada en el acto :  
Titular, Código, Apuestas...

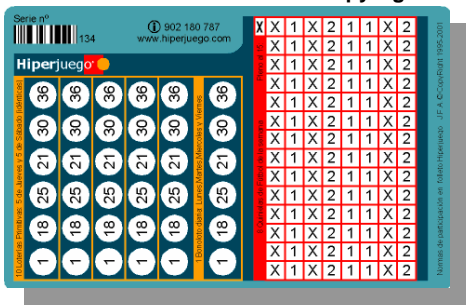


➋ **Carpeta **HIPER-Juego****  
Explicación del Juego  
Reglas del Juego  
Modos de Asistencia...



➌ **Teléfono de Asistencia**  
Asistencia permanente a  
Titulares de Tarjetas:  
Premios, Sorteos, Apuestas,  
Incidencias...  
Centros franquiciados





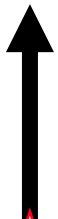
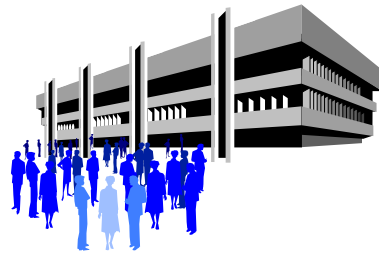
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## Ventajas del Marketing de **HIPER-Juego**

### 1 Aumento de la AFLUENCIA

**HIPER-Juego**



**Impacto sociológico**

En amplias zonas de **intersección de población** ,entre Centros Comerciales y Tiendas, **HIPER-Juego** apoya y estimula la decisión de asistir a las Tiendas franquiciadas.

**Mejora Afluencia**

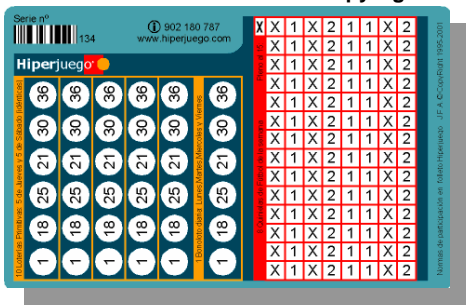
En **igualdad de condiciones** entre Tiendas Comerciales ( ofertas ), la incentivación de **HIPER-Juego** apoya y estimula la decisión de asistir a la Tienda franquiciada.

**10-20%**

La expectativa de mejora de Afluencia en el Centro Comercial franquiciado se sitúa entre el 10-20 % tras Campaña Publicitaria inicial.





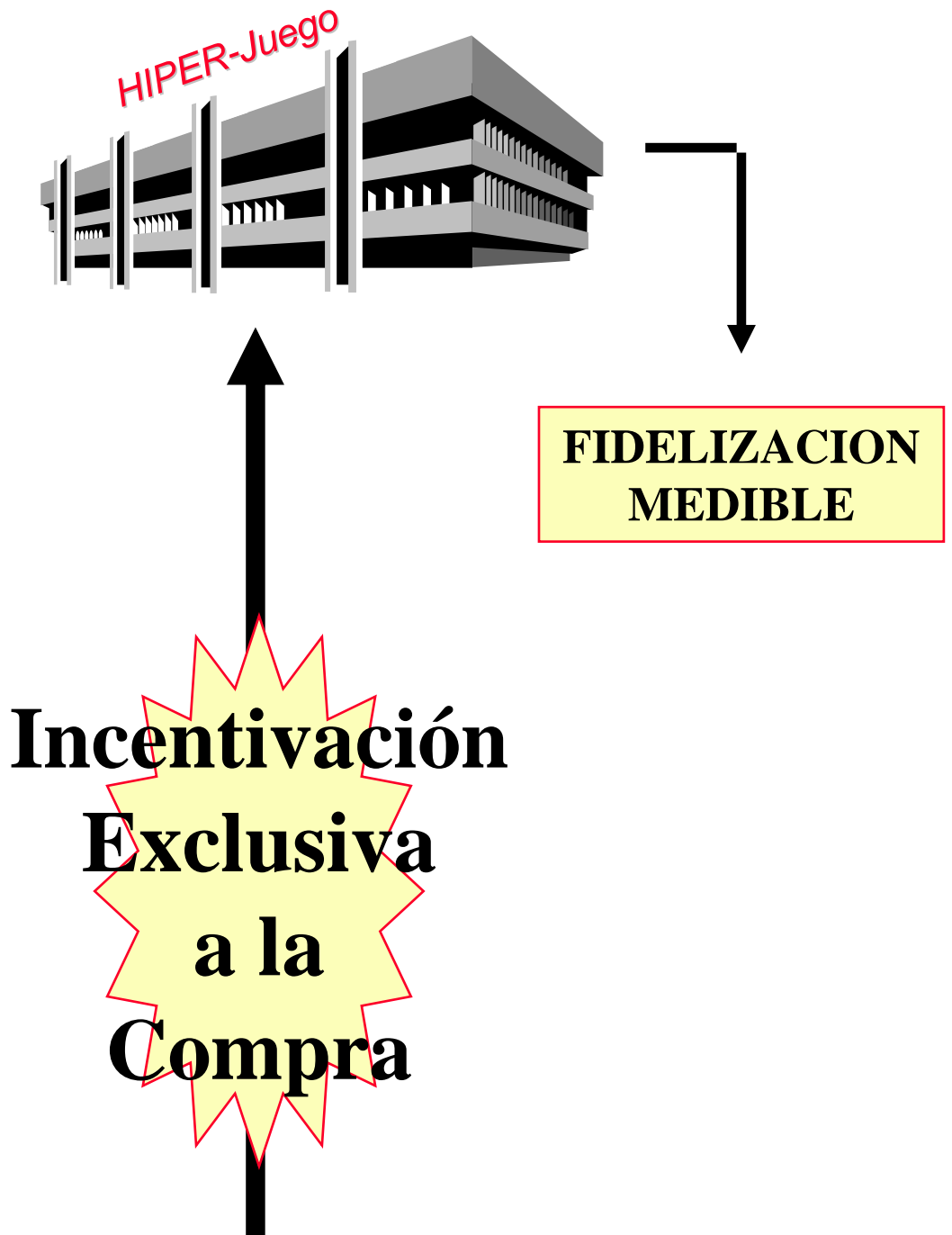


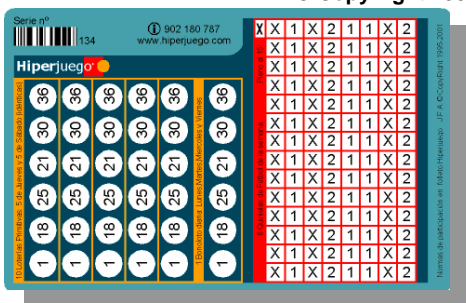
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## Ventajas del Marketing de **HIPER-Juego**

### ② Sistema Unico de FIDELIZACION





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## Ventajas del Marketing de **HIPER-Juego**

### ③ Información precisa de Perfiles de Asistencia



Perfiles de Asistencia

Radio de Influencia

ESTADISTICA



CENTRO DE CALCULO

**Medidas  
 Cuantitativas  
 de  
 Compra**

