

## Restaurant Cooperation Contract

## **DININGCITY ASIA**

The number 1 digital marketing platform for restaurants.

Schreurs & Bierman Economic Information Consulting (Shanghai) Company 舒睿贝蒙经济信息咨询(上海)有限公司www.diningcity.asia

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Restaurant Consultant	estaurant Consultant						Year	
Restaurant Details / Address / C	ontact perso	n			(USE E	BLOCK LET	TERS)	
D	Name in E	nglish	Na	Name in Chinese				
Restaurant Name(s)								
Hotel name (if applicable)								
Restaurant Group Name								
City			Country					
	Street				Nr.			
Address	Building		Nr.					
Cuisine Type				District				
Name of Main Contact Person								
Email Address			Mobile Ph	one				
WeChat ID			Office Nur	mber				
POS Machine Number								

CHO	OSE A	A,B or C	Fixed Fee		ces in RMB	s in RMB		
Light	, Premi	o Options: er or Premier Plus rship options include	Price Per year	One time Set up Fee	Event Reservations	Regular Reservations	Widget Reservations	Third Party Bookings
Dinir	Dining Cheque, Book & Save, and events.)				% of the Menu price	Per cover	Per cover	Per cover
	Α	<b>DINING</b> CITY Light	None	2.999	17%	15	8	15
	В	<b>DINING</b> CITY Premier	9.999	0	13 %	12	Free	12
	С	<b>DINING</b> CITY Premier [Plus] 100 free seats in each Restaurant Week	15.999	0	10 %	8	Free	8

CA	MPAIGNS	Fees per co	ver			Description			Join (Fil	ll in)
		Light	Premier	Premi	er Plus				YES	NO
Ch	ristmas Campaign	¥ 15	¥ 15	¥ 8	3					
Ne	w Year's Eve Campaign	¥ 15	¥ 15	¥ 8	}					
Ch	inese New Year	¥ 15	¥ 15	¥ 8	3					
Va	entine's Day	¥ 15	¥ 15	¥ 8	3					
Eas	ster	¥ 15	¥ 15	¥ 8	3					
Mo	other's Day / Father's Day	¥ 15	¥ 15	¥ 8	3					
Ch	inese Valentine's Day	¥ 15	¥ 15	¥ 8	3					
На	lloween	¥ 15	¥ 15	¥ 8	3					
The	anksgiving	¥ 15	¥ 15	¥ 8	3					
Οι	tdoor Dining / Terrace Festival	¥ 15	¥ 15	¥ 8	3					
Ot	ner	¥ 15	¥ 15	¥ 8	3					
EV	ENTS	Fees % of	menu price			Description	n		Join (Fil	l in)
		Light	Premier	Premi	ier Plus				YES	NO
Res	staurant Week (March and September)	17%	13%	1	0%					
Sec	afood Week	17%	13%	1	0%					
Me	eat Lovers Festival	17%	13%	1	0%					
Bru	ınch Weekend	17%	13%	1	0%					
Ch	ef's Tasting Menu	17%	13%	1	0%					
Ot	ner Themed Events	17%	13%	1	0%					
DI	NINGCITY Membership									
		□ a	DININGCI	ΓY Light			Free		¥	
DII	NINGCITY Membership	□ b	DININGCI	_			RMB 9.999	per year	¥	
		_ c	DININGCI Including 100 free seats	TY Prem	ier Plus Week edition		RMB 15.999	P per year	¥	
Fx	tra Promotional options (Add	on to the Me	mbership)							
	ira rremenenar opnene (r taa	Description	тьоготтр/			Davidad/Occupatitus	Subject to	RMB	Т	Total
Ch	annel	'	nat post on the officia	l DininaCi	h. comico	Period/Quantity	availability  1 st position	5.800		
a.	WeChat Post		an be purchased for		ry service	1 Time 1 Post, date to be Confirmed	2nd Position	4.500		
	ved b	An exclusive Weibo	post on the officical	DinningC	ity service	1 Time 1 Post,	1st Position	5.800	¥	
b.	Weibo Post	account. One post	for one city.			date to be Confirmed	2nd Position	5.000		
c.	EDM (E-newsletter) placement		ter or top position in one city. Price varies		er to	1 Email Blast to 1 City	Exclusive Top position	25.000 4.999		
С.			,	. ,		1 City	юр рознюн	4.777	Т	
d.	Leaderboard Banner		banner on; 1) Dinin WeChat mini progra		)	1 time	Main banner	7.999	¥	
e.	Loading add	ding add  The add loads for every user that opens the app. 1 week Loading Add (3 to 7 Seconds)  15.000						15.000	¥	
Al	l above prices for extra promotional ailable but on request only.The price f	options are for	periods outside Restaurant Weel	of the	Restaura	ant Week period. I	During the Restauro	ant Week peri	od, slots	are also
						7				
	Extra Pi	2								
Choose the Promotional Channels & Price				3						
				4						
								Net Total		
							Dise	count amount		
								Tax	Ť	
							TOT	AL PRICE	¥	•••••

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## YIELD OPTIMIZATION TOOL (maximize your restaurant's revenue)

Book & Save

Choose the daily discount percentages per 30 minute time slots
DININGCITY charges no seat fees on 30% and higher discounts.

Discounts are on the à la carte menu (food only, not on drinks, not on set menus, not on special promotions)

Time Frame	Mor	nday	Tue	sday	Wed	nesday	Thui	rsday	Fri	day	Satu	rday	Sun	day
	%		%		%		%		%		%		%	
Example	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
LXdiffple	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
11.00 11.00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
11:00 – 11:30	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
11:30 – 12:00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
11:30 - 12:00	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
12:00 – 12:30	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
12.00 - 12.30	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
12:30 - 13:00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
12.30 - 13.00	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
13:00 - 13:30	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
10.00 10.00	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
13:30 – 14:00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
10.00 14.00	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
14:00 - 14:30	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
14.00	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
14:30 - 15:00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
, , , , , , , , , , , , , , , , , , , ,	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
15:00 – 16:00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
<del>-</del>	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%

Book &	Save		Discou	nts are on	DINI	NGCITY d	harges no	nt percenta seat fees o y, not on d	on 30% an	d higher d	liscounts.	special p	romotions	s)
Time Frame	Mor	nday	Tue	sday	Wed	nesday	Thu	rsday	Fri	day	Satu	rday	Sun	day
	9/	6		%	,	%		%	9	6	9	%		%
Example	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
Lxumple	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
16:30 – 17:00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
16:30 - 17:00	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
17:00 – 17:30	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
17:00 - 17:30	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
17.00 10.00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
17:30 – 18:00	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
10.00 10.00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
18:00 – 18:30	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
10.20 10.00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
18:30 – 19:00	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
19:00 – 19:30	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
19:00 - 19:30	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
10.20 20.00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
19:30 – 20:00	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
20.00 20.20	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
20:00 – 20:30	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
00.00 01.00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
20:30 – 21:00	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
01.00 01.00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
21:00 – 21:30	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%
01.00.00.00	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%	20%	30%
21:30 – 22:00	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%	40%	50%

On behalf of DiningCity Asia SCHREURS & BIERMAN Economic Information Consulting (Shanghai) Company 舒春贝蒙经济信息咨询(上海)有限公司

On behalf of		
Restaurant name	 	
Official Company name	 	

Signature	
Company chop	
Name	
Title	

Signature	
Company chop	
Name	
Title	

## CHINA Banking Details BANKING DETAILS: 银行账户信息 (DININGCITY | CHINA 中国)' SCHREURS & BIERMAN Economic Information Consulting (Shanghai) Company Limited / 舒睿贝蒙经济信息咨询(上海)有限公司 Banking details: 中国银行,上海市静安支行 Account name: 舒睿贝蒙经济信息咨询(上海)有限公司 Account number: 433859235800

HONG KONG Banking Details	
Banking details	HSBC Hong Kong
Account name	Schreurs & Bierman Ltd.
Account number	808.766661.838

Program name	Dining Programs	Description	Costs	PARTNERS
DINING- CHEQUE 享 食 券	Dining Cheque www.diningcheque.com Running from 1 Jan. till 31 Dec.	Restaurants will accept dining discount vouchers. The discount voucher will be deducted from total bill. See terms and conditions.	No fees	Bank logo's
	Buy 1, Get 1 Buffet Program	Restaurant wants to participate in the American Express Buy 1 Get one buffet program. Max 50 restaurants, only buffet or ADD,	No fees	American Express
	30 % OFF total bill	Restaurant wants to participate in the American Express 30% OFF the total bill dining program. Max 50 restaurants.	No fees	American Express
Other Banks	Buy 1, Get 1 Buffet Program	Restaurant wants to participate in the Buy 1 Get 1 buffet program. Accessible by all banks. Exclusively for buffet restaurants or ADD.	No fees	All banks