



# REWARDS PROGRAM

# LOVE. EXPRESSED IN FREE STUFF.

## Buy more. Earn more.

### HCo. REWARDS – Points Program

Point Value	5 points per \$1 of spending
Redemption Rate	1500 points per \$10 of redemption
Redemptions	\$10 Loyalty Rewards Card

### HCo. REWARDS – Extra Points

SmartShips	200 points (1 time)
Birthday	200 points



## Buy consistently. Travel freely.

### HCo. REWARDS – Travel Incentive\*

3 <sup>rd</sup> Order	\$100 Travel Discount Card
6 <sup>th</sup> Order	\$100 Travel Discount Card
12 <sup>th</sup> Order	\$100 Travel Discount Card

## Stay loyal. Go VIP.

Membership Levels	Base Points	Bonus Points	Additional Rewards
Preferred	0-5,999		
VIP	6,000+	1,500	Special Shopping Opportunities



# You do your thing. **We'll do ours.**



## **You earn it.**

5 points per \$1 + EXTRA  
Bonus Point Activities



## **We track it.**

Log in to display your  
points every time you shop



## **You spend it.**

You have 12 months to  
spend your points\*

- **Both customers and Brand Partners can earn HCo. REWARDS points.**
- **No charge to join the program and no minimum purchase amount to earn points.**
- **No fee to redeem points.**
- **Purchasing Rewards earned by:**

Retail product purchases	5 points per \$1
Brand Partner purchases	5 points per \$1
SmartShip Purchases	5 points per \$1
- **Travel Discount Cards\* (not extra points) earned for consistent purchasing**

3rd order	\$100 Travel Discount Card
6th order	\$100 Travel Discount Card
12th order	\$100 Travel Discount Card
- **Two levels to the program**

Preferred	0-5,999 points
VIP	6,000+ points
- **Points are redeemable for \$10 “Virtual Rewards Cards” Gift Certificates.**

Only \$10 increments can be redeemed, no fractional increments.  
Product discount on thehappyco.com or in the SHOP section of the Brand Partner’s Back Office.
- **No maximum number of points that can be earned or redeemed**

Per order
Per month
Per year
- **The earning of \$10 Gift Certificates does NOT lower PV, CV, or GV.**
- **No transferring of points.**
- **Customer / Brand Partner must order every 3 months or lose HCo. REWARDS Points and Travel Discount Cards.**
- **HCo. REWARDS Points and Travel Discount Cards expire after 12 months of being earned.**
- **\*For more details on the \$100 Travel Discount Cards, please refer to the Hapi Travel website (scheduled to launch later in December 2021).**