



Mezzofy

An Interview with Dicky Ying, Mezzofy (Hong Kong) Limited Co-founder and CEO

'We are the Digital Coupon Expert in the Region'

It is no secret that customers love deals and discounts, and the initiation of both smartphone and tablet use has made coupon and code usage so much more simple. With no coupons to clip or no emails to print out, customers can simply take their mobile device to a store, or enter a code online for a great deal. It's best not to approach this method of marketing blindly, however. A few simple strategies can increase revenue while increasing customer loyalty.

In view of the above-mentioned scenario, we're thrilled to present Mezzofy (Hong Kong) Limited.

Mezzofy is the world's first digital coupon marketing and settlement platform that disrupted the global Retail and Supply Chain industry. It provides a comprehensive Digital Coupon platform for merchants

to create, distribute, and redeem coupons without technical or financial barriers.

For SMBs, the company enables Merchants to create and distribute the digital coupon via various social channels to reach their customers in just three minutes or less without any tool on the mobile app.

And for the enterprise, Mezzofy has APIs ready for them to easily integrate and adapt to use Digital Coupon for their business. The company also offers 'Coupon Solution Management System' for the enterprise to custom the process flow and customisation for their unique business lead.

Mezzofy was incorporated in 2014 and is headquartered in Hong Kong. It has additional office locations in Singapore, India, and Malaysia.

Dicky Ying, Mezzofy (Hong Kong) Limited Co-Founder/CEO, spoke exclusively to The Silicon Review. Below is an excerpt.

Where does your company stand in the current market scenario?

Mezzofy already has an established foothold in the Asian coupon market. In the past four years, it has been invited to cooperate on a series of cutting-edge projects with a number of leading multi-national

corporations and institutions. Underneath these project-based platforms, the company has also launched several platforms for all and Mezzofy Merchant App for coupon creation is one such example. It is now listed on Google Play and App Store. Mezzofy Coupon platform is now used by merchants worldwide to issue their own coupons.

A startup may or may not function as expected. It takes everything to stand out and compete in the business world, was it same for your company?

Mezzofy prides itself on its simplicity and its ability to deliver tangible benefits to all stakeholders:

- Brand owners gain access to a much deeper network of consumers;
- Merchants benefit by being able to create unlimited coupon marketing campaigns, at lower cost, with no need for technical help;
- Developers benefit by being able to access to ready coupon tool that can be easily integrated with other solutions;
- Marketers benefit by being able to open up new channels for Merchants to embark on various coupon campaigns; and
- Consumers get access to thousands of deals by receiving the coupons and no need to download any apps.

As and when all stakeholders can gain benefits from our platform, we

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can stand out and compete in the business world.

Any company, big or small, must have a sense of authenticity and originality to succeed, what do you want to be, a leader or a follower?

Mezzofy has become one of the market leaders in Hong Kong and Asia and now wishes to take a leadership role in delivering the efficiencies that blockchain unlocks, combining innovation in point of sale technology, coupon authentication techniques, the near ubiquitous use of social media and last, but by no means least, a considerably more fluid payments and settlements system.

What kind of responses have you received from your consumers over the years? How have they motivated you to shape the company's growth?

Mezzofy has an enviable client list, counting well-known brands such

as Maxims Group, Starbucks (Hong Kong/Macau), GS1, NTT, LoReal, and NeoDerm amongst its rapidly growing customer base. They show their response by their action: they rely on us, and we are reliable.

How do you keep your company up and running? What are the factors that help your company to compete on a global platform?

Mezzofy is the strategic partner of GS1 Hong Kong. As GS1 is dominating the product barcode already, we are working with them and try to do the same thing for the digital coupon and create a global digital coupon standard on a global platform.

Do you have any new products ready to be launched?

Yes, we're launching Beacon. It's a Bluetooth device which can send and receive digital signals at a distance of up to 70-100 meters. Our

existing platform is now beacon-enabled which means we can use the beacon to detect all nearby Bluetooth users (provided the consumer turns on the Bluetooth on his/her mobile) and send the digital coupon to them. This method is called "Proximity Marketing". Our Blockchain Coupon platform will provide the same function.

Where do you see your company a couple of years from now?

We plan to expand our business in the coming years while focusing on upgrading our product offerings.

Leadership | Mezzofy (Hong Kong) Limited

Dicky Ying, Co-Founder/CEO: Dicky Ying is responsible for the overall development of the company and has over 20 years of management experience in various industries.

Eric Pang, Co-Founder/CPO: Eric Pang takes care of product development process. He has over 20 years of experience in project and product design and business process optimisation.

Kris R, Co-Founder/CTO: Kris R leads the research and development team. He has over 20 years of development experience in various software platforms and programming languages.

Maverick Tan, Co-Founder/COO: Maverick Tan manages and leads operations team. He has over 20 years of operations experience in supporting and managing a large user base.



Dicky Ying
Co-Founder/CEO