



Tell Us About Yourself

Challenge 1

HOKA.com

OVERVIEW:

- A user enrolls in the HOKA Loyalty Program.
- A user complete entry of all their HOKA profile information.

WELCOME REWARD:

- A user must provide their name, email, password, and opt-in.
- For providing this information, the user will receive free expedited shipping, which is automatically applied to their first order.
- This shipping offer is valid for seven (7) days.

BIRTHDAY REWARD:

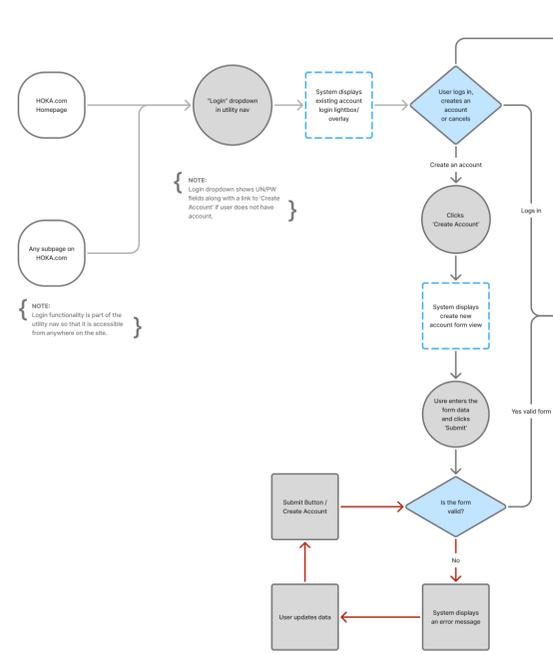
- When user provides their birthday, they will receive a coupon for a discount on their birthday month.
- The reward will become available on the first day of their birthday month and expires at the end of that month.

CHALLENGE COMPLETION:

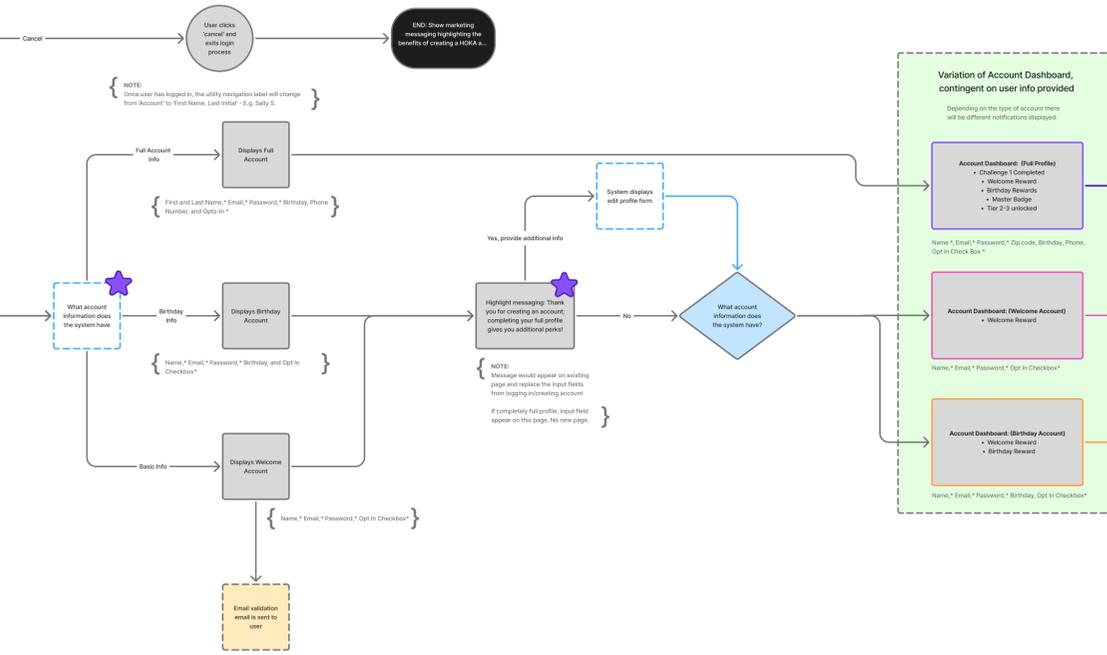
- The user provides all profile attributes including their first and last name, email, password, birthday, phone number, and opt-in.
- The user receives a Master badge for completing Challenge 1.

Retail Store (Mobile POS)

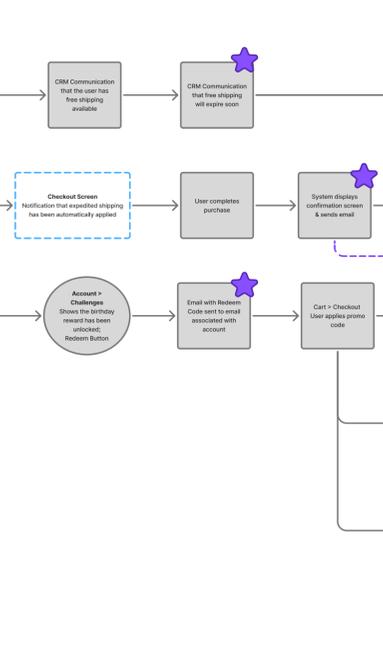
User Login / Account Creation



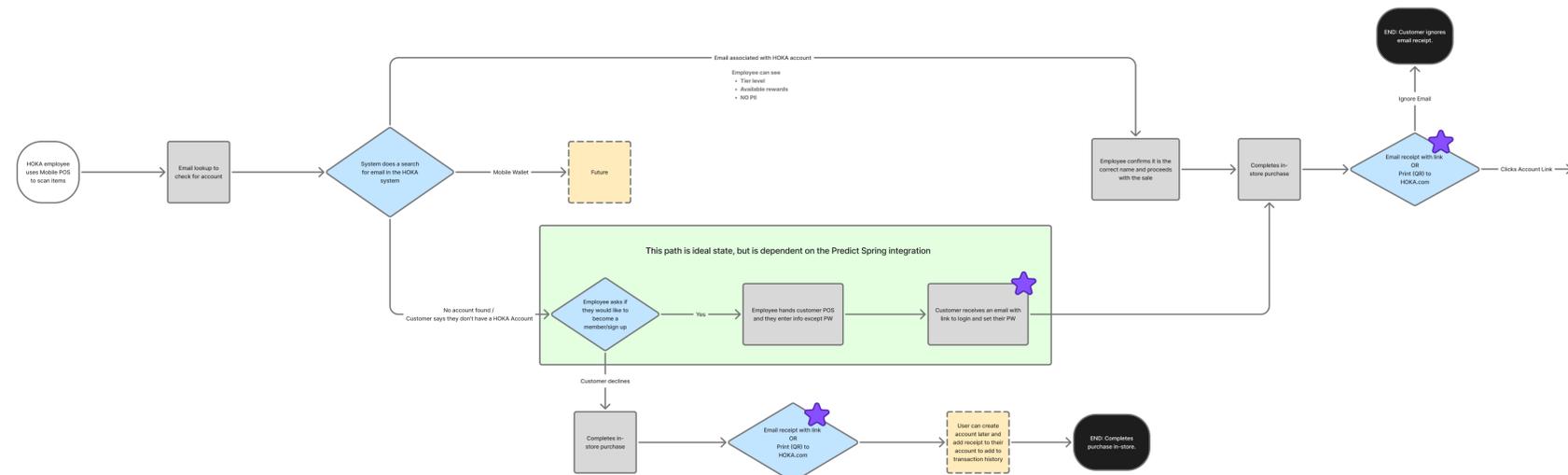
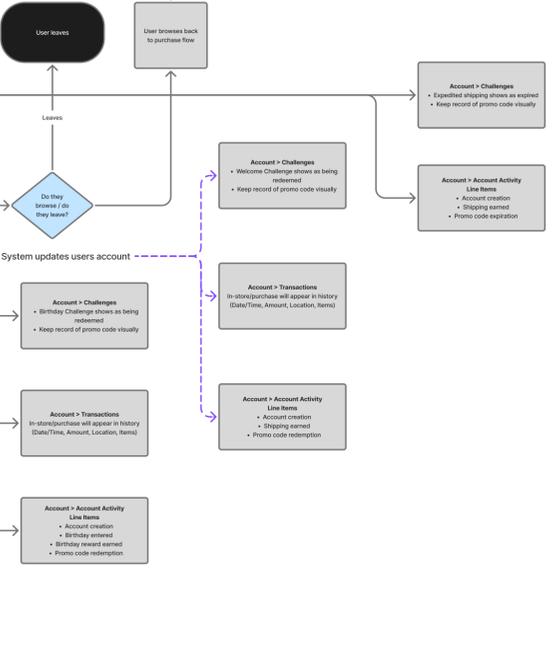
Account Pages



Redemption



HOKA Account



All actions for account pages and redemption of rewards mimics the online account sign-up above.

