





Our Big Goal: More Smiles And Time, Less Waste

Corporate gifting shouldn't be a last-minute checkbox—it should strengthen relationships, boost morale, and leave lasting impressions. At Cherishify, we make gifting effortless, sustainable, and impactful so that companies can focus on what they do best while ensuring employees feel truly appreciated.

We're on a mission to provide employees with presents they actually love - not ones that end up in storage rooms or trash bins. Pursuing this vision will allow us to deliver more meaningful gifts every year—and allow companies to improve employee satisfaction sustainably.

Traditional Gifting

High time investment: Searching, personalizing, and delivering all add up.

54% of recipients have already **thrown away** a corporate gift **unused** (Business.com, 2024).

Generic gifting with no effect: No boost to engagement or sense of belonging.

Perception of lacking appreciation can negatively impact motivation and willingness to perform.

With Cherishify:



Time savings: Depending on company size, you can cut effort by **up to two weeks** while achieving higher quality.



Meaningful gifts tailored to your employees.



More engagement instead of turnover: Engaged teams show 18–43% less turnover depending on industry (Gallup, 2020).



Fostering **appreciation and motivation**, which can lead to **+23% profitability and +18% sales productivity** (Gallup, 2025).

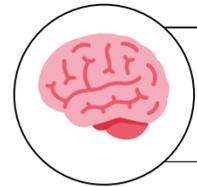


The Cherishify Advantage: Thoughtful Gifting



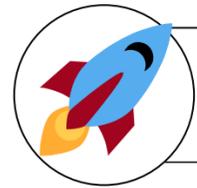
No frills, no stress

An intelligent, convenient gifting solution that eliminates the complexity of ordering, tracking, and follow-ups.



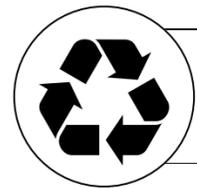
Know what truly matters

Our feedback feature helps you understand employee preferences and strengthen team appreciation with every gift.



Boost retention & engagement

Benefit from ideas of successful gifting campaigns to maximise motivation.



Sustainable selection

Cherishify specialises in sustainable, (mostly) carbon-neutral gifts and reduces waste by only sending gifts that are truly appreciated.



Fairness first

Everyone receives a gift that feels equally thoughtful—no matter their role, preferences, or the occasion.



1 Save Time Selecting Gifts



No more last-minute shopping—find the perfect gifts effortlessly with our platform.



Cut out multiple purchases, reimbursements, and vendor contracts with our unified, transparent billing system.

4 One Invoice. Zero Surprises.

Cherishify consolidates gifting, personalization, delivery, and reporting—all in one tool.



All In One Place

Effortless Coordination & Packaging

2



Personalised gifts, delivered effortlessly—leave the logistics to us.



Streamlined approvals: set your rules once, and we handle the rest.

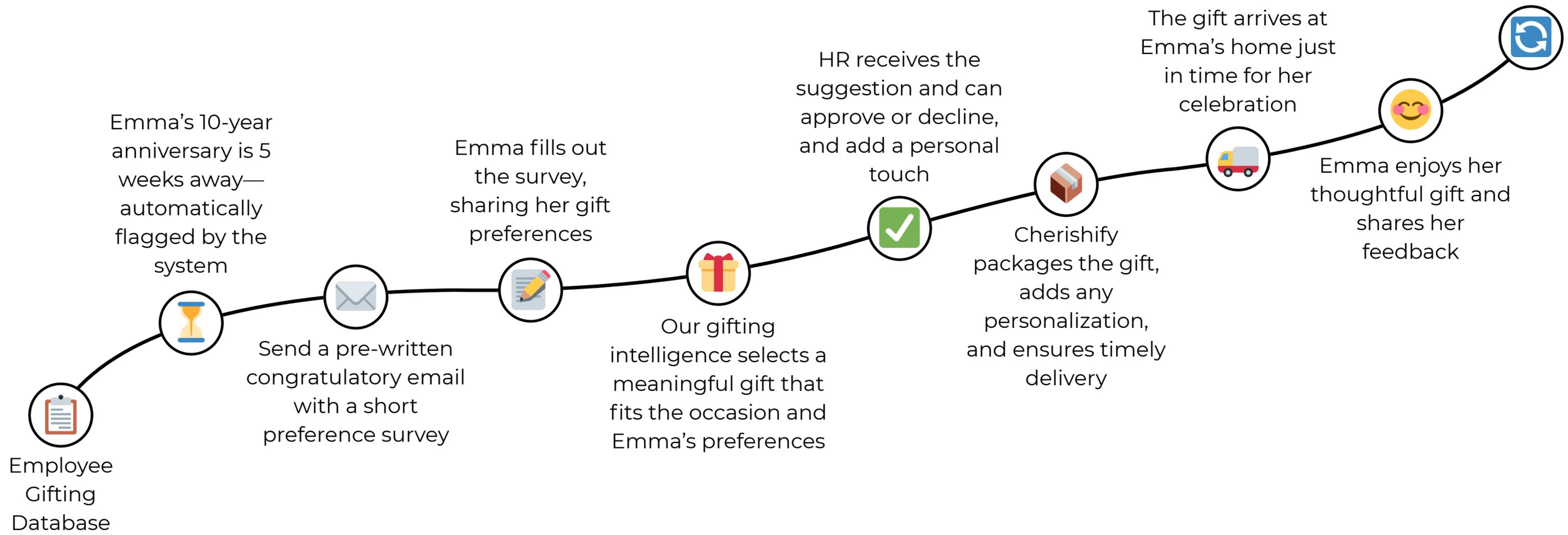
Streamlined Process

3



The Cherishify Gifting Journey

Cherishify uses the feedback to improve future gifting and shares insights with your team





Just A Glimpse Of What's Possible

At Cherishify, we provide access to a broad and ever-growing portfolio of curated gifts—from artisan-made goods to eco-conscious essentials and regional specialties. Everything is carefully curated to feel thoughtful and well-matched to the person receiving it. And because every team is different, we offer flexible personalisation and occasion-setting—whether for the whole company or tailored to each individual.

0–30€

30–50€

50–100€

Birthday

Regional Chocolate Set 🍫



“Treats for a sweet day—tailored to your favorite flavors.”

Engraved Keepsake Box 📦



“A personalized box for storing new memories—starting today.”

Star Map Print 🌠



“Celebrate a birthday with the stars from the night they were born.”

Achievement

Solar Power Bank 🔋



“For those always on the move—keep your energy charged.”

Bluetooth Speaker 🔊



“Because hitting targets deserves a soundtrack.”

Event Tickets 🎫



“Recognize success with an experience they'll never forget.”

Holiday

Card Game ♠️



“Make holiday memories, one hand at a time.”

Wellness Set + Candle 🛁🕯️



“Relaxation wrapped and ready—for well-deserved downtime.”

Premium Coffee Gift Box ☕



“Warm, personalized comfort to enjoy through the winter.”



	Try & Buy (test plan)	Cherishify Core	Cherishify Pro
Gifting Tool (Campaigning Engine)	✓	✓	✓
Gifting Selection Intelligence	✓		✓
Gifting Catalogue	✓	✓	✓
Feedback Engine	✓		✓
Personalisation Options	✓	✓	✓
HR System Integration			✓
Trigger-Based Campaign Recommendation			✓

Gifting Tool (Campaigning Engine)

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Personalisation Options

HR System Integration

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Choose The Best Fit For Your Company

Fully Automated Gifting

Let us take over gifting on your behalf

Semi-Automated Gifting

We make the suggestions, you approve in our gifting platform

Manual Gifting

Benefit from our gifting platform, while you select the specific gift you want to send

✔ What You Do:

- Define a budget and gifting occasions
- Let us handle personalization by surveying employees.
- Approve our curated selection criteria based on company culture & values.
- Employees get the final say—approve or personalise their gift.
- Choose whether managers, HR or employees themselves approve gifts.
- We survey employees to customize gifts appropriately.
- select from three curated gifts for a more tailored experience.
- Browse our gifting platform and hand-select gifts for employees.
- Order on-demand for specific occasions.
- Choose from sustainable, premium, and company-branded gifts.

🎁 What You Gain:

- ✔ Hassle-Free Gifting – We take care of everything: selection, fulfillment, and delivery.
- ✔ Guaranteed Employee Satisfaction – Personalised gifts matched to individual preferences.
- ✔ Full Transparency – Budget control & compliance-ready invoicing.
- ✔ No Waste – Gifts employees actually want, reducing unnecessary waste.
- ✔ Personalised Gifting with Minimal Effort – Employees get gifts that matter, HR stays in control.
- ✔ Recognition with Impact – Managers can handpick rewards for top performers.
- ✔ Seamless Processing – Transparent tracking and automated invoicing.
- ✔ Hassle-Free Ordering – No tedious research or approval processes.
- ✔ Full Customization – Ideal for one-off events, special recognitions, or unique company occasions.
- ✔ Brand-Aligned Gifting – Ensure every gift represents your company culture.
- ✔ Sustainability & Compliance – Track spending, maintain transparency, and reduce waste.



Effortless Gifting In Nine Steps



EFFORTLESS SIGN-UP

1

🔑 Sign Up In Just A Few Clicks

sign up on our website setting and get access to our gifting platform. Set your **preferences and budgets**, and provide non-sensitive employee data.



log you into our easy-to-use **database & gifting portal**

Pilot Plan:

Define your framework

- Gift budget range (<€30, €30-50, €50-100)
- Fallback option (standard gift or donation)
- Gift approval responsibility (HR, manager, or employee)
- Personalisation option (custom messages, engravings)

2

✉️ Send Automated Gift Emails

provides **email templates** tailored to various pre-defined **occasions** and lets you create occasion yourself



trigger a **ready-made, personalised email** to an employee for a gifting occasion of your choice.



Pilot Plan:

Cherishify provides email templates - to introduce the gifting service - that you can send to a target group or the whole company

3

📝 Employees Enter Preferences

reply to the personalised email - that contains a **short questionnaire** - indicating their **preferences**



receive and **evaluate** the employee's survey **response**



SMART & IMPACTFUL GIFTING

4

💡 Timely Gift Recommendations



according to the preferences provided, a thoughtful gift is curated and **sent for approval**

at the perfect moment, **your HR team, a team lead or your employee receives thoughtful gift options** - all according to the preferences provided.



5

🎀 Personalisation

choose from a **variety of personalisation options**: custom notes, gift add-ons, or special touches like achievement badges



provide the **option to individually (or uniformly)** choose from a broad spectrum of personalisation options.



Pilot Plan:

Upload scanned handwritten text or computer-written custom messages to a dropdown.

6

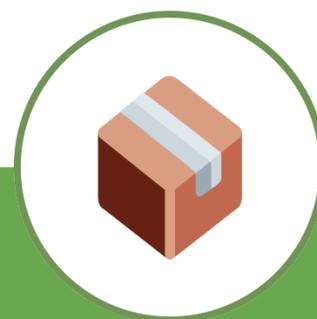
✅ Gift Approval

depending on the approval preferences set by you, employees or your HR team can **approve, or reject** their gift from a **digital gift box** they receive via email



Pilot Plan:

HR holds final approval. Should a gift be declined, we'll work with you to identify a suitable alternative.



HASSLE-FREE LOGISTICS

7

🚚 Seamless Delivery & Review



share the tracking link with the right person - HR if the gift is sent to the office / the employee if it is sent to him/her directly

8

🗣️ Feedback



once the gift is received, employees can **rate their experience** and provide input for future gifting



evaluate the feedback and provide you with a **summary**



receive your employee's **feedback** on the gift.

9

🏠 Transparent Monthly invoicing



get a **clear, automated invoice** each month, ensuring **compliance and easy expense tracking**

Pilot Plan:

Gifts costs will be charged on individually including a handlin fee



Seamless Gifting For Every Recipient

Make Every Gift Truly Personal.

At Cherishify, we believe the smallest details make the biggest difference. That's why we offer multiple ways to personalise gifts—effortlessly and at scale

Engraved Names or Messages

A simple engraving turns any gift into a lasting keepsake—adding a personal touch that makes appreciation truly memorable.

- ✨ “For your next chapter, Anna” – on a keepsake box 📦
- ✨ “Welcome to the Team, Lisa!” engraved on a notebook 📓

Personal Notes from the Team

A few heartfelt words go a long way—just send us your message and we'll make sure it's printed or handwritten and included with the gift.

- 📄 “Happy 5 Years with us, Sophie!” – included in a card 🎉
- 📄 “Welcome aboard, Tim – excited to have you!” 📁

Thematic Packaging & Custom Occasion Badges

Every gift arrives dressed for the moment—whether it's a birthday, milestone, or holiday celebration.

- 🎀 Gold-foil “Salesperson of the Month” badge for achievements 🏆
- 🎀 “Happy Birthday” sticker seal in your company colors 🎂

Locally Inspired & Personally Matched Gifts

We use survey insights to suggest gifts your team will actually enjoy—from regional specialties to dietary needs and favorite colors.

- 📌 Vegan chocolate for plant-based preferences 🌱
- 📌 Color-matched accessories based on personal style 🎨



Celebrate the moments that matter.

From birthdays and holidays to achievements and life milestones—Cherishify helps you mark every occasion with the right gift, effortlessly.

Holidays: Celebrate & Appreciate

- ✓ Christmas & End-of-Year Celebrations 🎄
- ✓ Easter & Seasonal Holidays 🌸
- ✓ Company-Wide Anniversaries & Special Events 🎉

Celebrate company-wide events with team-boosting gifts—no hassle, all joy.

Achievements: Recognizing Success

- ✓ Performance rewards 📈
- ✓ Project Completions & Awards 🏆
- ✓ Work anniversaries & promotions 🎊
- ✓ Employee of the Month gifts 🏅

Reward top performers with motivating gifts that show appreciation.

Birthdays: Personalized & Hassle-Free

- ✓ Automated Birthday Gifting 🎂
- ✓ Personalized to Employee Preferences 📁
- ✓ Hassle-Free & Easily Managable ✓

Make birthdays easy with gifts tailored to each employee's taste.

Personal Milestones: Show You Care

- ✓ New Parenthood & Baby Arrival Gifts 🍼
- ✓ Retirement & Farewell Recognition 🏅
- ✓ Marriage & homeownership gifts 🏠

Support life's big moments with meaningful, effortless gifting.

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Create your own moments
 Beyond Cherishify's preset occasions, you can easily define your own gifting events.



How Your Gift Becomes A Cherished Moment



Full In-House Fulfillment

We don't outsource logistics - every gift is prepared in our own fulfillment center.

From storage to packaging, we control quality, timing and attention to detail every step of the way.

Personalised Messages, Your Way

- 1. Upload messages - typed or handwritten - to a secure Dropbox
- 2. Let Cherishify print and include them directly in the packaging



No manual coordination needed — just heartfelt communication, simplified.

Make An Achievement Even More Special?

- 1. Add custom mini trophies and medals for a special touch
- 2. Let Cherishify pack them and fulfill the whole gift



Make the gift not only memorable - but truly meaningful.



Sources

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