

Loyalty Prime

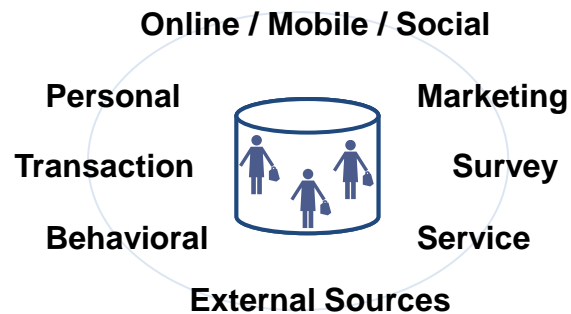
We empower the creation of successful loyalty programmes that understand and drive customer behaviour.

The Power of Loyalty Programmes

Loyalty Prime

Loyalty Programmes are the **ONLY** basis to collect full 360° customer data.
Today businesses across sectors understand the value of data to optimize their business.

360° CUSTOMER DATA



CUSTOMER INSIGHT

- Who bought product A and B at the same time?
- Who shops frequently, who doesn't?
- What do my price sensitive clients buy?
- Who values quality over price?
- Who responds well to campaigns?

BUSINESS OPTIMIZATION EXAMPLES

Product /
Category Mgmt.

higher sales by
optimized categories

Pricing

higher prices for less
price sensitive segments

Promotions

higher transaction rates
by personalized offers

Differentiation

higher value and better
shopping- & brand
experience for clients

Customer
Service

recognition of valuable
customers; cross- & up-
selling; churn reduction

Unique Loyalty IT Platform Variety

Loyalty Prime

Our platform portfolio covers all business applications and levels of complexity of loyalty programs.

Consumer Loyalty (B2C)



Rewarding consumers for loyal behavior.

Understanding consumers and providing personalized offers through various channels.

Client Examples: Retail, Hotels, Banks, Car Manufacturers, Tour Operators, eCommerce, etc.

Enterprise Loyalty Solution

Channel Incentive (B2B)

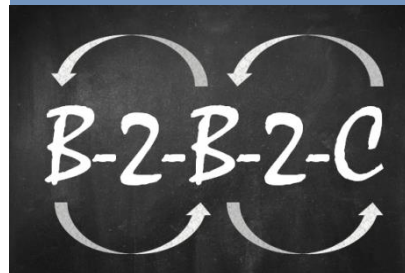


Increasing sales with a targeted incentive program for sales teams, channel partners and B2B clients.

Client Examples: Insurances, Telco Operators, Construction Goods Manufacturers, etc.

Channel Incentive Solution

B2B2C



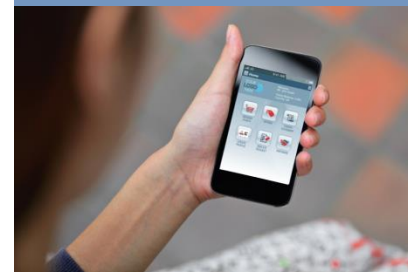
Driving B2B clients' and consumers' behavior simultaneously.

Creating value to B2B clients by offering them an easy to set up B2C loyalty program.

Client Examples: Payment Service Providers, Wholesalers, FMCG Brands, Publishers

B2B2C Loyalty Solution

Mobile App



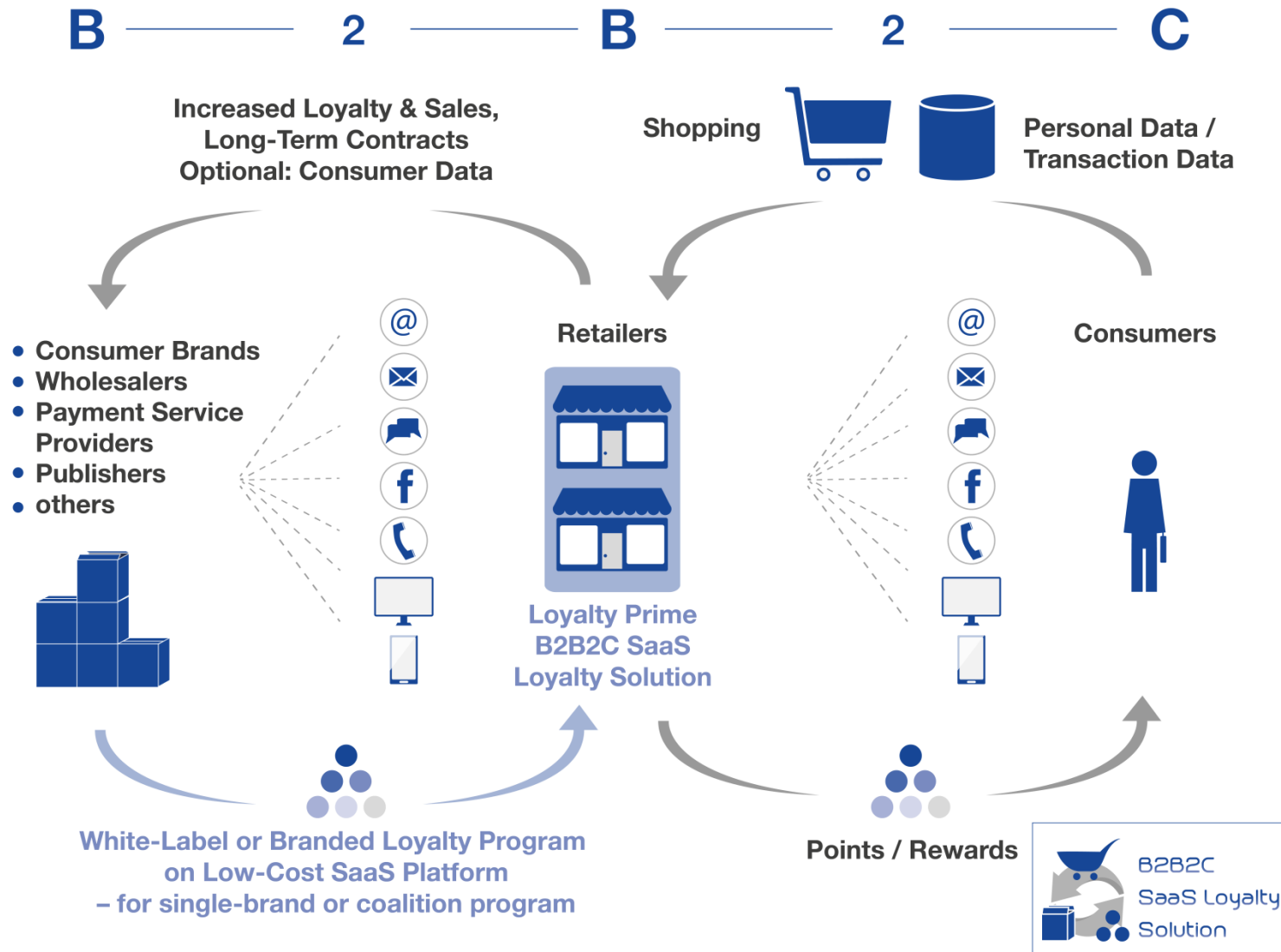
Reach program members (B2C / B2B / B2B2C) via our optional white label Mobile Loyalty App.

Self-Service features, Mobile Couponing, Push Notifications, etc.

Mobile Loyalty App for B2C, B2B and B2B2C

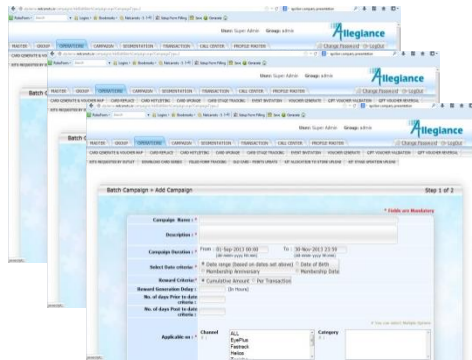
Our B2B2C Loyalty Solution will create value

- Our end-to-end loyalty IT solution covers all back- and front end modules required to manage your B2B2C loyalty programme on an integrated platform.
- Based on the Software as a Service model you can offer your B2B clients to run their own B2C loyalty program under your brand or white label.
- Be the first in your industry to benefit from the B2B2C program advantages: increased loyalty of your B2B clients, generate consumer data insights and be able to communicate your offers to consumers.

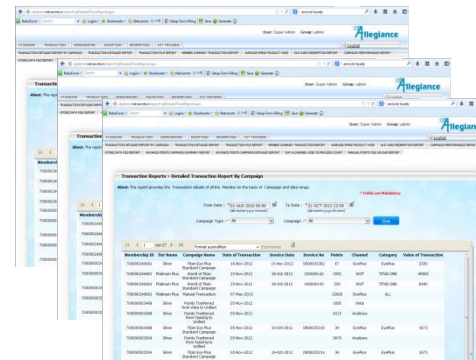


User-Friendly Web Interfaces for all Stakeholders

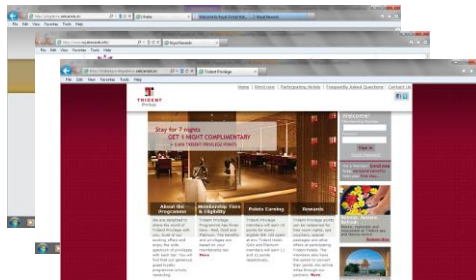
Administration Centre Programme Administration



Reporting Centre Programme- / Member Performance Reporting



Member Web Portal Self-Service Portal for Members



Mobile App / Mobile Site Mobile Features for Members



B2B2C Loyalty Solution: Functional benefits

- End-to-end coverage of all loyalty processes and workflows
- Applicable across industry segments
- Coalition programme capability
- Allows for separate programme rules for each individual B2C programme
- Intuitive rules engine for targeted multi-channel campaigning and couponing
- Integrated customer segmentation
- Integrated voucher and gift-card management
- Fully equipped to manage international programmes across-country and multi-currency
- Tier level management
- Fully fledged member web-portal including rewards shop in your or the retailers' individual branding
- Mobile App in your or the retailers' branding

B2B2C Loyalty Solution: Technology benefits

- Real Software as a Service model can manage thousands of individual B2C programmes of your B2B clients
- Accessible from any web browser
- Scalable for small to large programmes
- Easy & quick to integrate into existing IT infrastructure via web services
- Flexible and easy configuration by business users - without the need of IT staff involvement
- Real-time and batch transaction processing
- Easy import of transaction files without the need for complex interfaces

B2B2C Loyalty Solution: Cost benefits

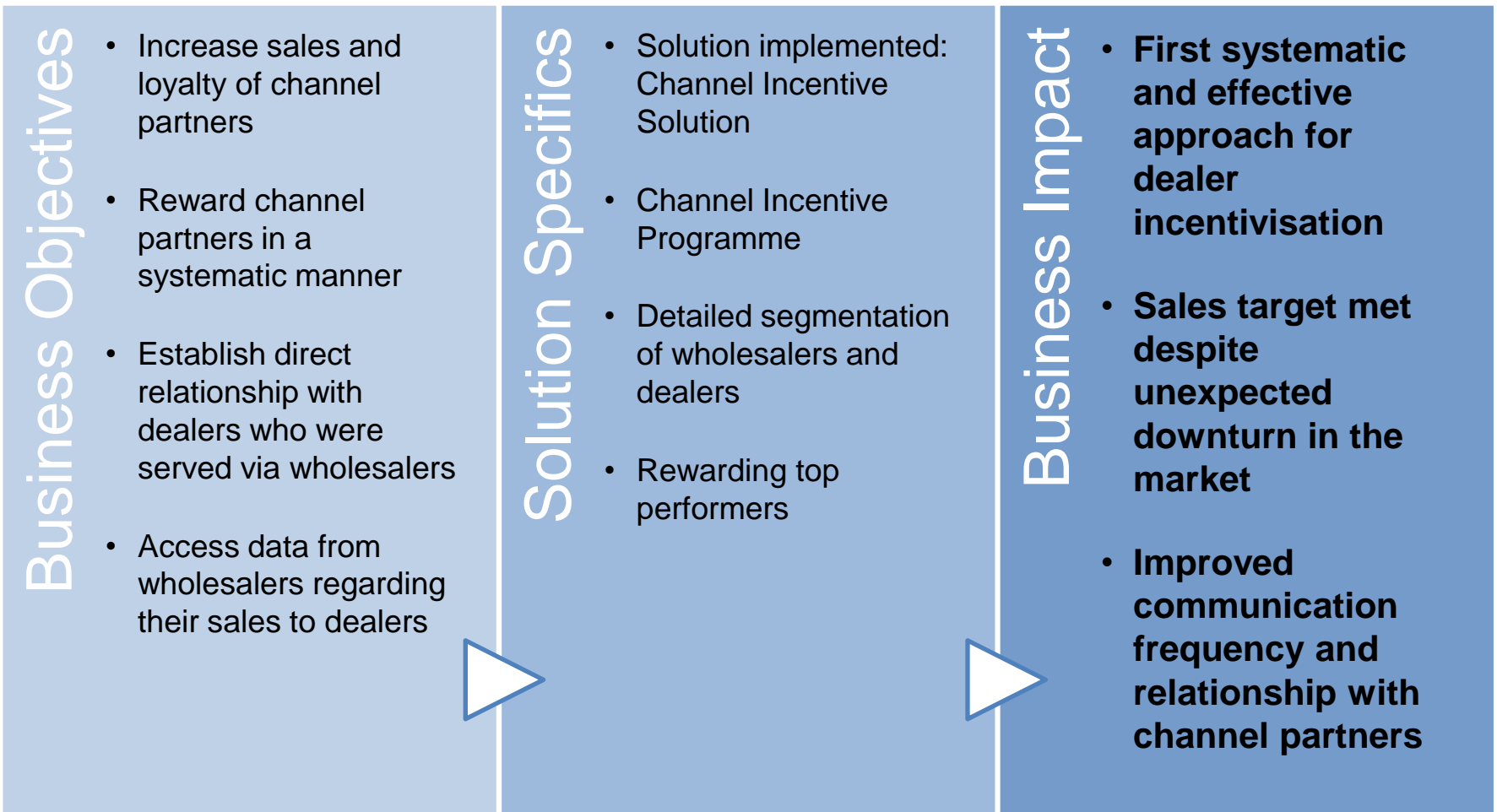
- Rich functionality reduces need for customisation to a minimum even for complex programme requirements
- Low costs for implementation and operation and for launching new SaaS based B2C programs
- Quick time to market for new campaigns
- High efficiency due to ease of use and well designed workflows

How it can work

Example reference industries in which our B2B2C Solution has already been applied

- **Retail**
(e.g. electronics retailer)
- **Travel and Hospitality**
(e.g. restaurants, cafes, spas)





Challenges and solutions



Company Fact Sheet

Loyalty Prime

Loyalty Prime is a specialised loyalty software and integration provider.

| | |
|-----------------------------|---|
| Company | Loyalty Prime Ltd. (www.loyaltyprime.com) |
| Offices | Sales Offices in London and Munich - Delivery Center Delhi, India |
| Products | Unique end-to-end loyalty IT platforms to operate loyalty programs, run multi-channel campaigns and manage customer data. |
| Selected Key Clients |     Global Hotel Marketing Group with 1 Million Members USD 16bn Automotive Spare Parts Supplier Large Retail Coalition Loyalty Program in UAE Nokia Latin America |
| Track Record | > 50 successful loyalty solution implementations |
| Mission | Offer the best, most competitive and affordable loyalty platforms to create maximum value to our clients. |

Based on our extensive international industry experience we offer consulting services in designing successful loyalty programmes.

Selected References

Loyalty Prime

Our solutions have been implemented more than 50 times across industries.



- B2C Hotel Programme
- Global Hotel Marketing Group (like Leading Hotels of the World)
- 650 Luxury Hotels (incl. Kempinski, etc.)
- 1 million Members
- Launched in August 2013



- B2C Coalition Programme
- 5 retail brands within the Titan Group (Tata Group, India)
- >8 million Members (and expected to grow quickly to >20 million)



- B2B Coalition Programme
- Global automotive spare parts manufacturer
- Program operations from Germany
- 9 countries in Europe
- 8 languages
- Programme launched in Feb 2014

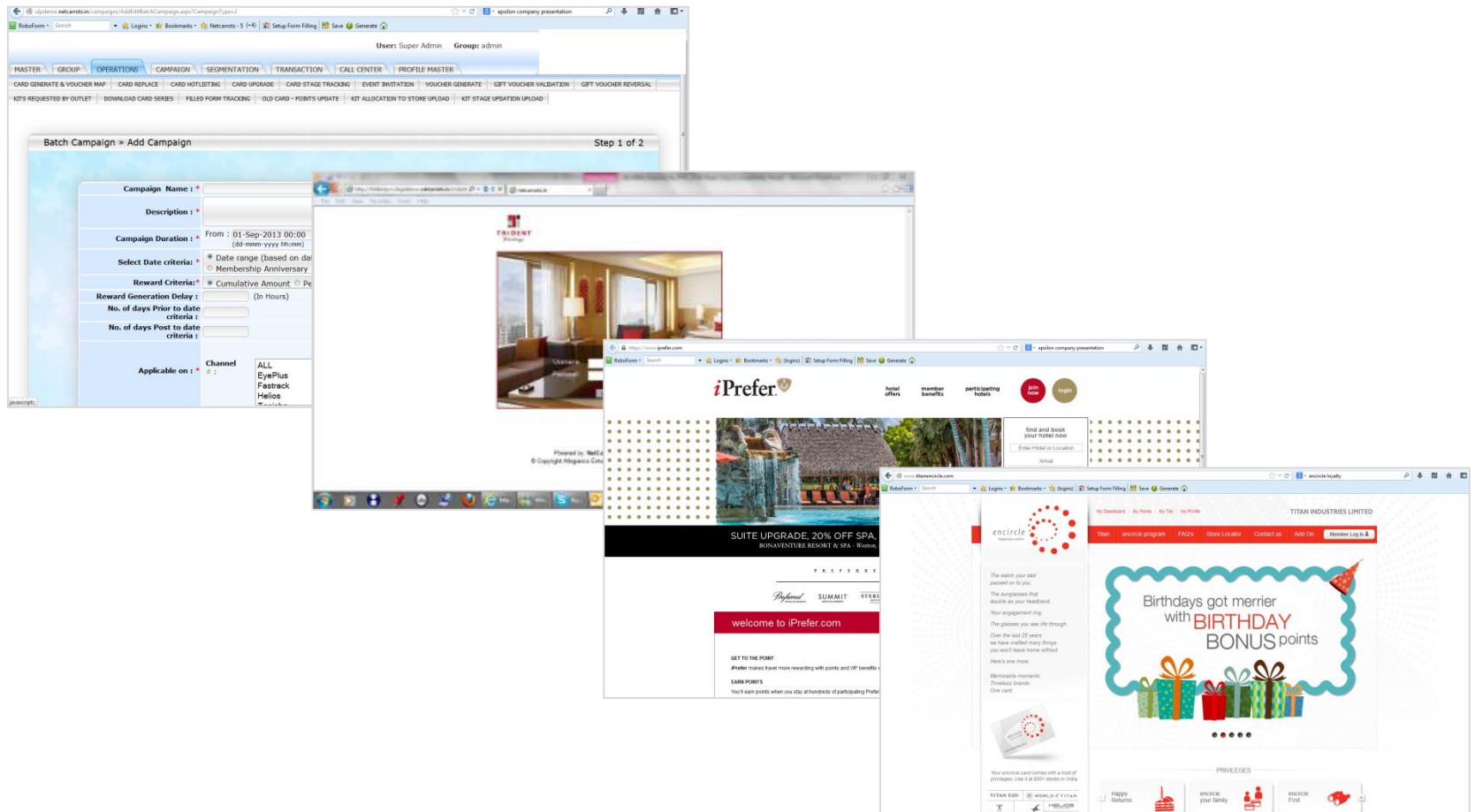


Sony Ericsson



Judge for yourself in an online demo!

Loyalty Prime



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