



pocket

intu

Pocket

The section header consists of three parts: a logo for 'intu Pocket' on the left, the word 'intu' in a black, lowercase, sans-serif font in the middle, and the word 'Pocket' in a large, orange, lowercase, sans-serif font on the right. The 'intu Pocket' logo features a stylized orange and pink card icon with a white square, and the word 'pocket' in a pink, lowercase, sans-serif font below it.

---

Customer loyalty scheme

# intu Pocket

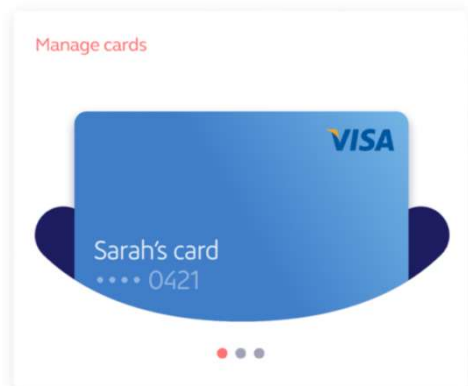


intu's new customer loyalty tool, being heavily marketed to our 32 million unique annual customers

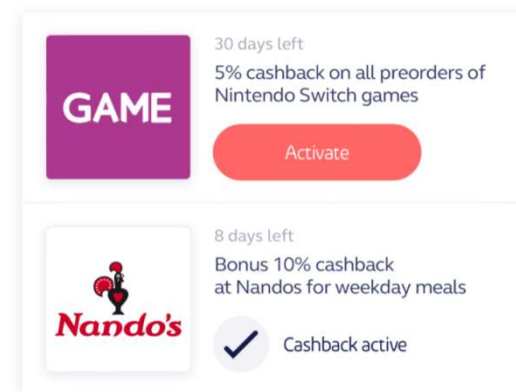
- Driving incremental in-store transactions
- Increasing store ATV's
- Increasing shopper frequency
- Delivering additional footfall into stores
- Raising brand awareness
- Increasing new customer transactions



# Customer flow



Customer links payment card with intu



Retailer offers are shown



Customer spends in-store with payment card

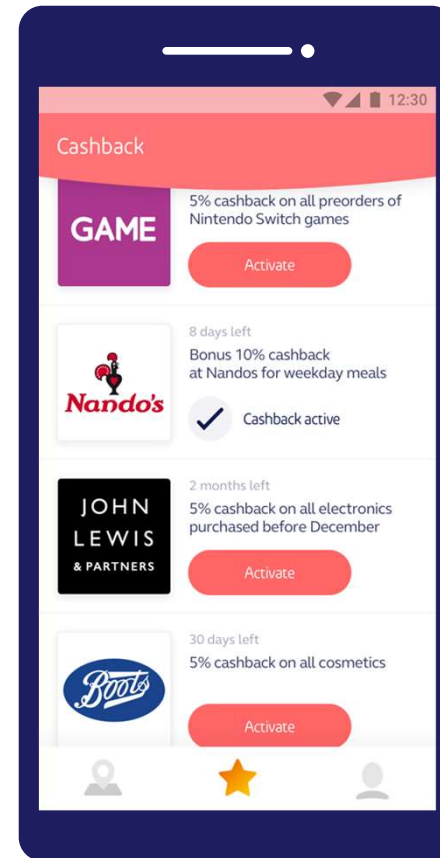
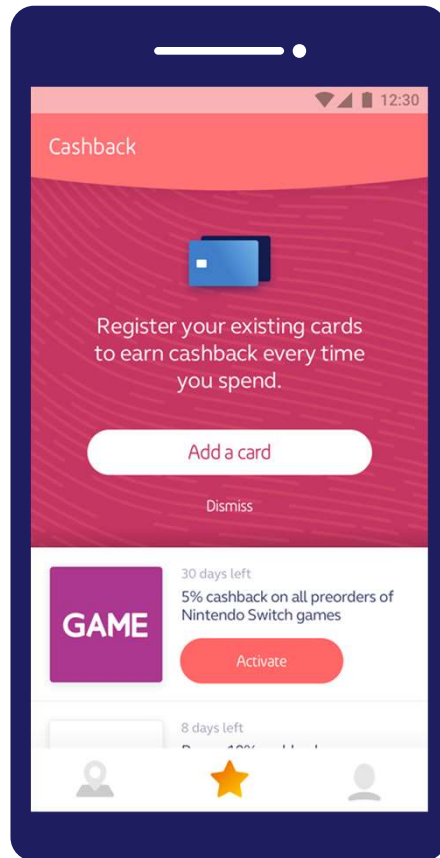


	John Lewis £79.90 @ 5%	+£3.90
	Bank Transfer 20-98-43 20894356	-£10.50

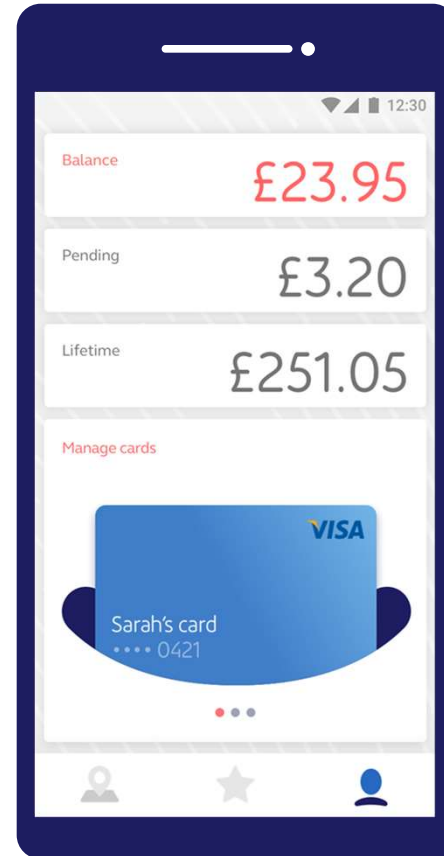
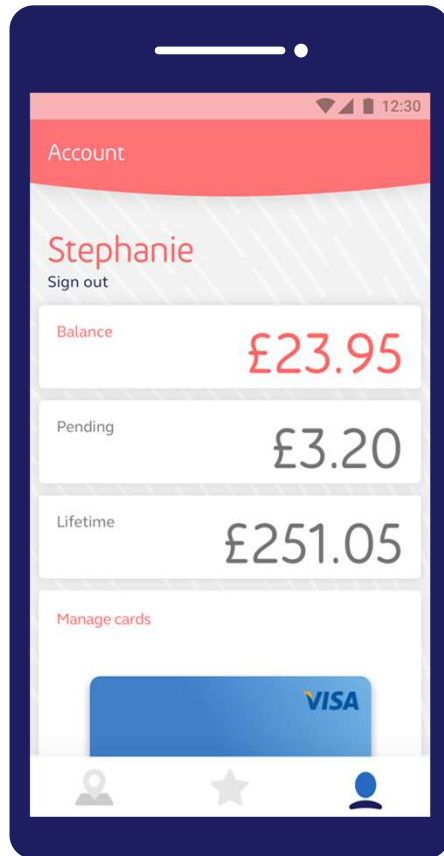
Customer earns cashback from spend in intu stores



# Main cashback screen



# Account screen



# Retailers



Over 130 stores currently on-board



# Marketing plan



## From 9 April 2019

- Digital launch
- Emails to over 800,000
- Over 1.5m Wi-Fi users
- In-app push notifications
- Posts to centre catchment areas across our social media channels

## From July 2019 (exact date TBC)

- Full in-centre launch – poster, door decals, etc
- Digital activation – influencer outreach, competitions, PPC
- Digital immersion – Monetate experiences, email and social
- JCDecaux screens
- B2C PR campaign

# Commercials



Always-on member cashback of X%.\*

Performance fee of 2% on influenced sales.

- Ability to add bonus cashback for a specific store / location
- Ability to add bonus cashback for a specific date range/day of the week
- Ability to add bonus cashback based on minimum spend thresholds, driving higher ATV's
- Ability to target customer segments such as those that have shopped with a competitor
- Ability to target new customers only