



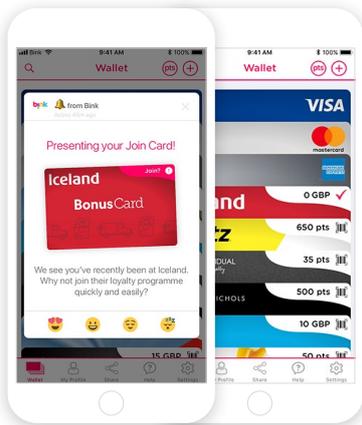
## Bink helps your loyalty programme work even harder.

Bink works with existing loyalty programmes to drive new membership and increase customer engagement. Bink's deeper insights and analysis enable you to communicate with your members in a more effective, timely and relevant way.

The Bink App enables customers to conveniently store and view their different loyalty cards in the Bink Wallet on their phone, and – with **Payment Linked Loyalty** – link their everyday payment cards to automatically collect points and rewards every time they shop.



## Key benefits of Bink include:



### Acquire new members.

Bink helps extend the breadth and depth of your loyalty programme by identifying potential new loyalty members who have already shopped with you and inviting them to join your loyalty programme through a quick and easy sign-up process.

### Communicate directly to your customer.

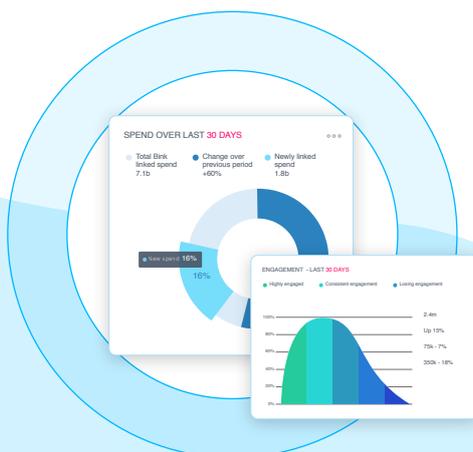
We provide a dedicated marketing area on our platform from which you can quickly and easily communicate with your customers over multiple channels to drive brand engagement.

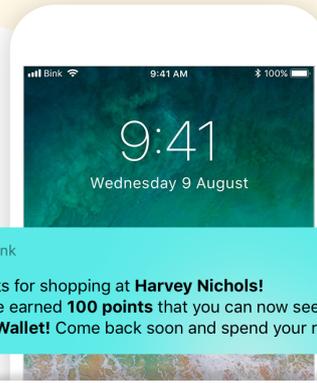
### Leverage data insights from dashboards.

Bink dashboards provide valuable analysis about your customers from which you can create more relevant, personalised rewards and offers.

### Transparent view of customer transactions.

Bink provides data that allows you to clearly see every transaction a customer makes, creating a better understanding of their purchasing habits and behaviours.





### Improve the customer experience while increasing efficiency.

Through **Payment Linked Loyalty**, Bink enables a frictionless experience at the till. How? By linking a customer's payment card to their loyalty schemes, their payment card becomes their loyalty card, eliminating the time, complexity and hassle of retrieving and showing plastic loyalty cards, key fobs, paper coupons or loyalty apps at checkout.

### Supports innovation, provides differentiation.

Bink allows you to engage with customers in a way that is personalised, easy, intuitive, immediate and helpful – in-line with what they expect from their favourite brands today.



### Protect the environment, cut costs.

Taking a digital approach to loyalty means you can eliminate plastic and paper waste and cut costs. Remember, a plastic loyalty card takes 450 years to biodegrade.

### Easy integration.

Bink is designed for quick and easy integration with your loyalty system. With the capability to support millions of users, our infrastructure incorporates the highest levels of security and data protection.

We offer a range different technology components to ensure you can easily integrate Bink in to your system. We also provide comprehensive technical support, and access to developers as required.



### Supports popular payment methods.

Bink supports Chip and PIN (EMV), contactless and wearable payment methods.

### Secure and data compliant.

Bink aggregates, manages and protects your loyalty member data in compliance with the European General Data Protection Regulation (GDPR).

**Partner with Bink today to accelerate your customer engagement.**

For more information, contact us at:

**sales@bink.com**