

# POINTSPAY

We bring you MarPay™



•pointspay

# THE POINTSPAY PROMISE

Get to the points with Pointspay.

Access millions of new shoppers by partnering with Pointspay.

We exclusively market your brand and drive members to earn and spend their points (cash+points) with your shop.

We bring you, more new customers, a new revenue stream and incentivised purchases.

At check-out, we take care of processing the payment and pay you in cash for the transaction.

One partnership, one fee.



# YOUR POINTSPAY VALUE

We bring you MarPay™, marketing and payments unified in one powerful solution.

## SPENDING POWER

Pointspay routes billions of points or miles, worth millions of AED to your checkout.

By offering shoppers their preferred loyalty program, we make sure they come back soon.



## PAYMENT CLEARING

Pointspay processes your shopper's miles or cash payments in real-time..

You get paid in cash for the purchase!

## GROWTH MARKETING

Pointspay advertises your shop via exclusive airline, hotel and banking channels, driving transactions and helping you win new, highly affluent shoppers.

# MARPAY™ | POINTSPAY PARTNERS

White label partnerships are now the preferred model of our program partners.

	Coming soon	<b>Miles &amp; More</b>			Jumeirah <b>ONE</b>	
	Coming soon					
<b>ACCESSIBLE MEMBERS</b> (in million)						
10,000,000 WHITE LABEL (Key markets)	5,000,000 WHITE LABEL (Key markets)	2,000,000 (Switzerland)	100,000 (Switzerland)	5,000,000 (Global)	500,000 (Global)	4,000,000 (UAE)

# MARPAY™ | SPENDING POWER

We already connect you with 8m shoppers in 8 countries and a points-spending-power of \$1.2 billion.



POINTSPAY SHOPPER-\$ OPPORTUNITY				
Country	Accessible	Active	Points/ Miles	\$-Value
UK	1'690'000	258'000	12'320'000'000	61'600'000
Norway	1'350'000	405'000	12'825'000'000	64'125'000
Denmark	1'450'000	445'000	13'925'000'000	69'625'000
Sweden	2'450'000	735'000	23'275'000'000	116'375'000
Netherlands	2'105'000	918'500	24'302'500'000	121'512'500
Switzerland	2'360'000	862'000	24'730'000'000	123'650'000
UAE	5'900'000	1'792'500	56'387'500'000	281'937'500
France	6'510'000	2'447'000	69'255'000'000	346'275'000
<b>TOTAL</b>	<b>23'815'000</b>	<b>7'863'000</b>	<b>237'020'000'000</b>	<b>\$1'185'100'000</b>

# SHOPPER BENEFITS

Our shoppers have plenty of reasons to buy at Pointspay-powered shops.

The screenshot shows a checkout page for a shop named 'smiles'. At the top, the Pointspay logo is visible. A callout points to the 'Shopping basket total' of AED 3,968.00. Below this, the user's account is identified as 'PPS team Test account' with 2,000 points. A callout points to a button that says 'Spend up to 97,242 points'. The main section features a slider to 'Save up to 90% on your cash price, paying with points'. The slider is set to 1,089 points, with a callout pointing to it. Below the slider is a form to 'ENTER CARD DETAILS' for a Visa card. Callouts point to the card number field and the Visa logo. The form includes fields for 'Name on card', 'Expiry date', and 'Security code'. At the bottom, a callout points to a button that says 'PAY 1,089 POINTS + AED 3,928.01'. On the right side, there are three callout boxes with text explaining the benefits: 'Enjoy exclusive offers on selected online shops', 'See available points to shop thanks to our real-time integration with program', and 'Pay with points or cash per your preferred program strategy'. At the bottom right, another callout points to the payment button, stating 'Checkout with one click'.

Earn points for the amount paid in cash ...  
... and “double-dip” using your co-branded credit card

Enjoy exclusive offers on selected online shops

See available points to shop thanks to our real-time integration with program

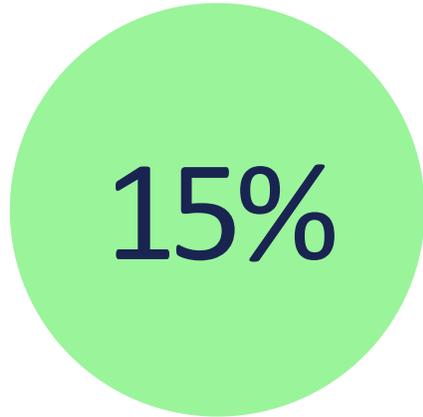
Pay with points or cash per your preferred program strategy

Checkout with one click

# MARPAY™ | IMPACTING PROFIT

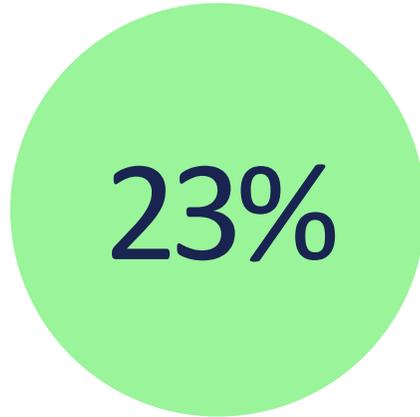
Pointspay spending power and growth marketing drive advertiser performance.

CONVERSION  
RATE



Pointspay adds plenty of valuable **reasons** to buy at your online shop.

REPEAT  
PURCHASE



Many loyalty members go extra-miles to spend or collect more miles.

ABV  
INCREASE



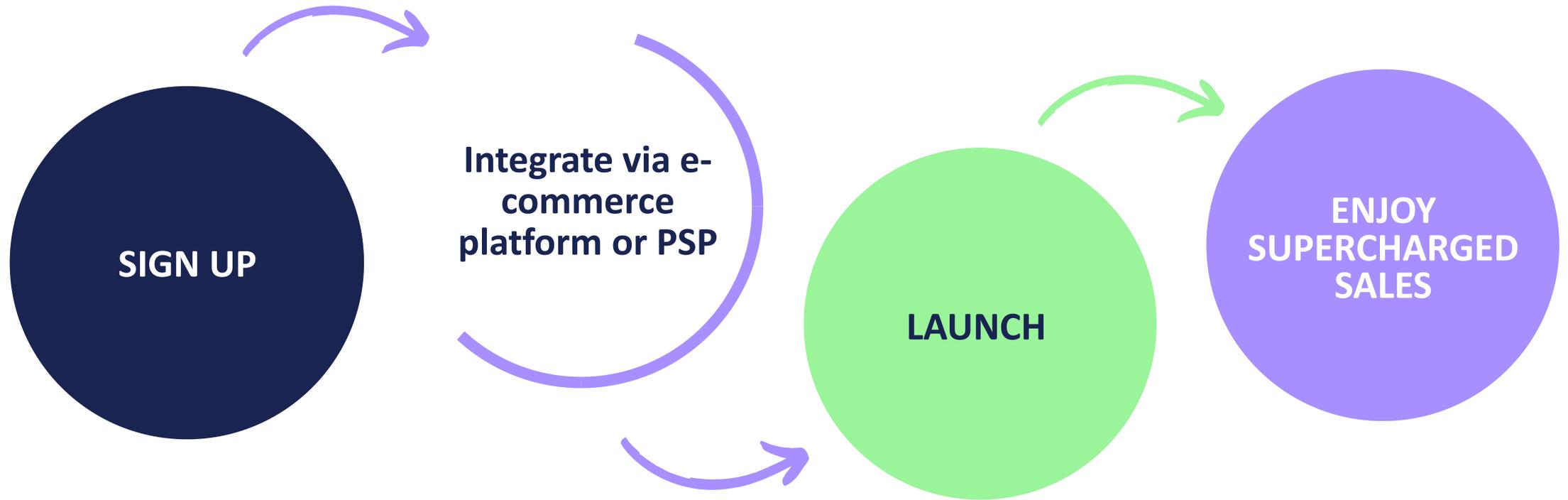
Shopping online using free money? Is there any better way to shop?

NEW  
CUSTOMERS



Promote your brand and attract new customers to your shop checkout

# ON-BOARDING





## COMMERCIAL MODEL

Refreshingly simple, uncomplicated, and rewarding.

- ✓ Free to participate
- ✓ Easy to activate
- ✓ Pay per conversion



# THANK YOU.

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