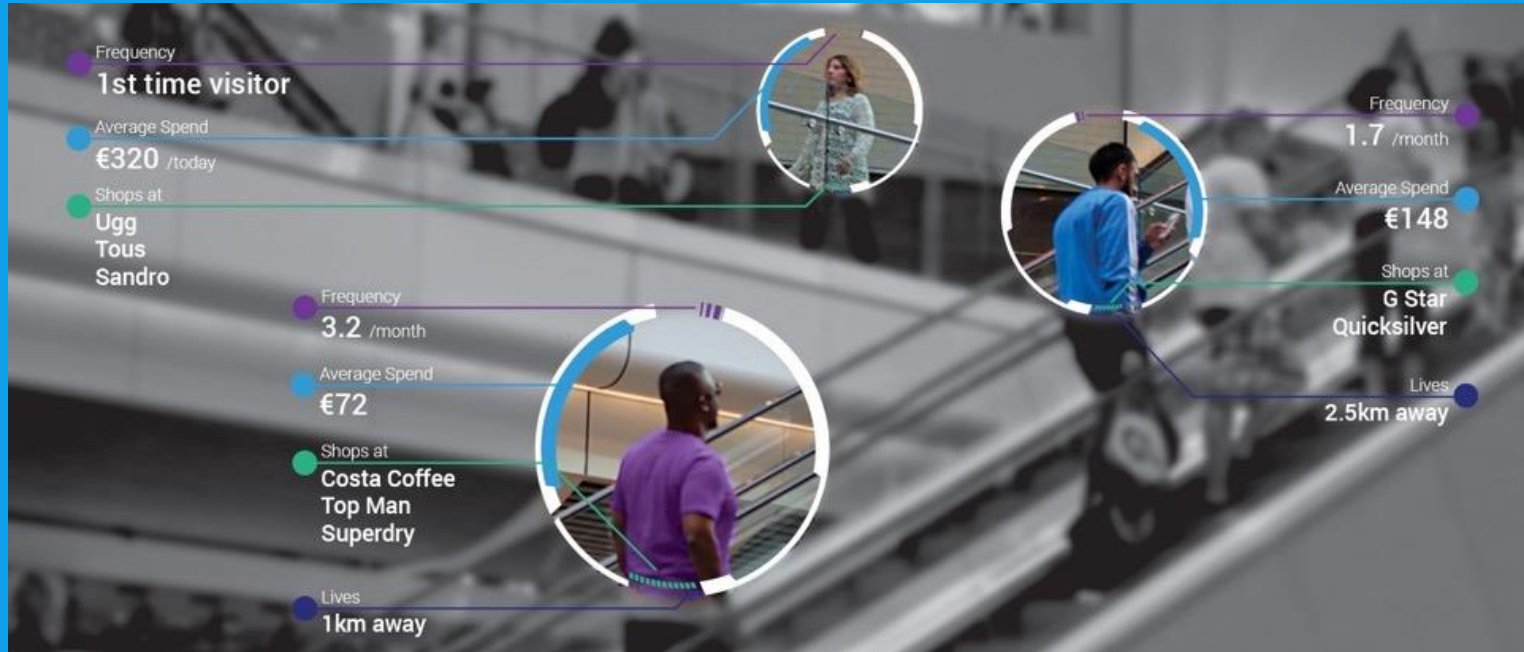


Your Database: The Biggest Asset In Your Portfolio



Your biggest asset is your shoppers



The
Economist

When auditors valued Ceaser's Entertainment in 2015, they valued its loyalty database at \$1Bn, more even than its property on the Las Vegas strip.

Everyone Stand Up... please !

Sit down if...



- You don't have WiFi
- You don't have a customer database
- You send the same email to everyone
- You don't have a loyalty program



About Coniq



Europe's Leading CRM & loyalty provider for retail destinations

Uniquely positioned with a wealth experience with shopping malls, outlets and F&B

Providing tech, advisory and operational support



unibail·rodamco



16
Countries



50+
Malls



750+
Brands



3,000+
Locations



€1bn
Spend p.a



14m
Shoppers

Coniq is already used by your Brands



PRIMARK®
TOPSHOP

750+
brands on Coniq tech



76% avg.
brand participation

"This loyalty scheme is so different to anything else I have seen and a great new way of communicating with our customers. ...I also think it makes for quite a fun shopping experience."

Jemma Greenwood,
Retail Manager
Dorothy Perkins

We engage your brands to engage your customers



Coniq is customer centric



Engagement



Data Insight



CRM
Personalisation



In-Store

Coniq is flexible



Email



App



SMS



Web



Social



Push



**CONIQ
Scanners**



**VISA,
MasterCard,
Amex & Banks**



**Receipt
Tracking**



**Positioning
Data**






**Car Park
Provider**



Closing the loop – a cocktail



Technology	Transactions Covered
 Credit Card Linking	Credit & Debit card
 Bank Linking	Debit card
 Coniq Scanners	Cash, credit card, debit card, pre-paid card, ApplePay, Alipay ...

Use technology to solve problems

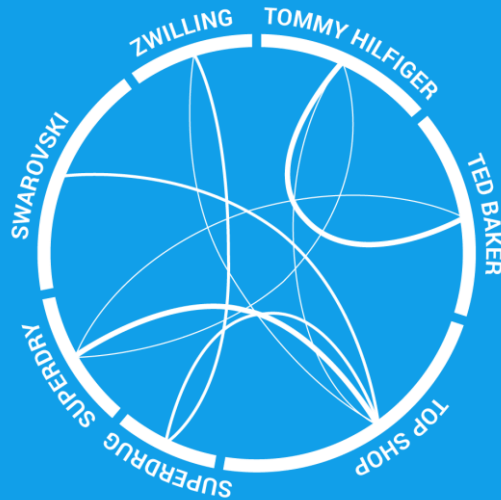
Find the right tech to deliver the customer experience that
you want
Not the other way around.



So what about the benefits?



- Improved spend, ATV and customer engagement
- Real time and actionable data and analytics
- Automated marketing and emails
- We can even show you how to lease most effectively



So what about the benefits?



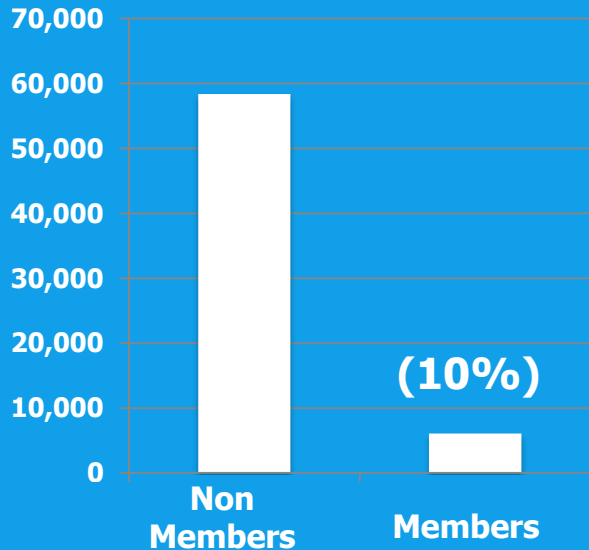
- **Not just about numbers**
- **In a recent launch, after 4 weeks, 17% of total sales were going through the programme**
- **Customers are brand aware and digitally focused**
- **Brands will follow the high-value shopper**



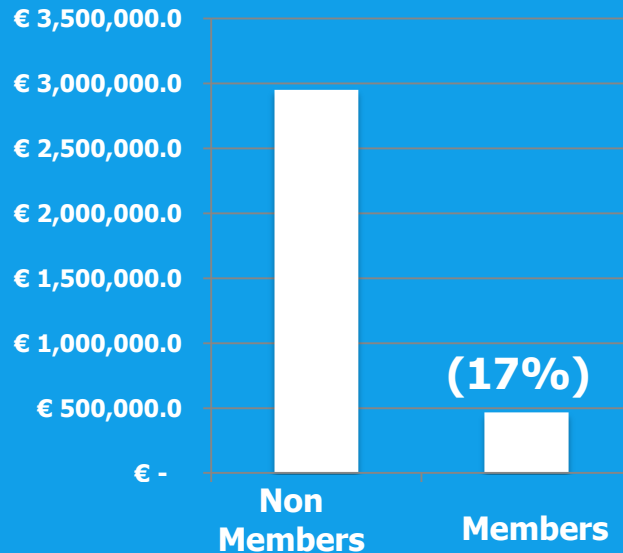
During a recent launch



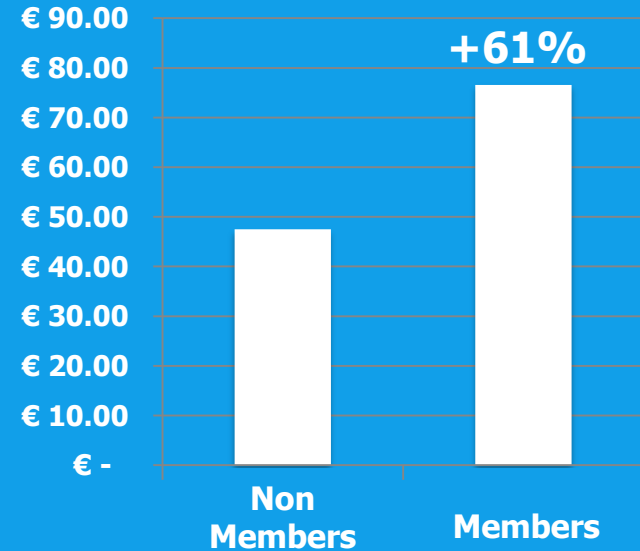
Transactions taken since launch:



Revenue since launch:



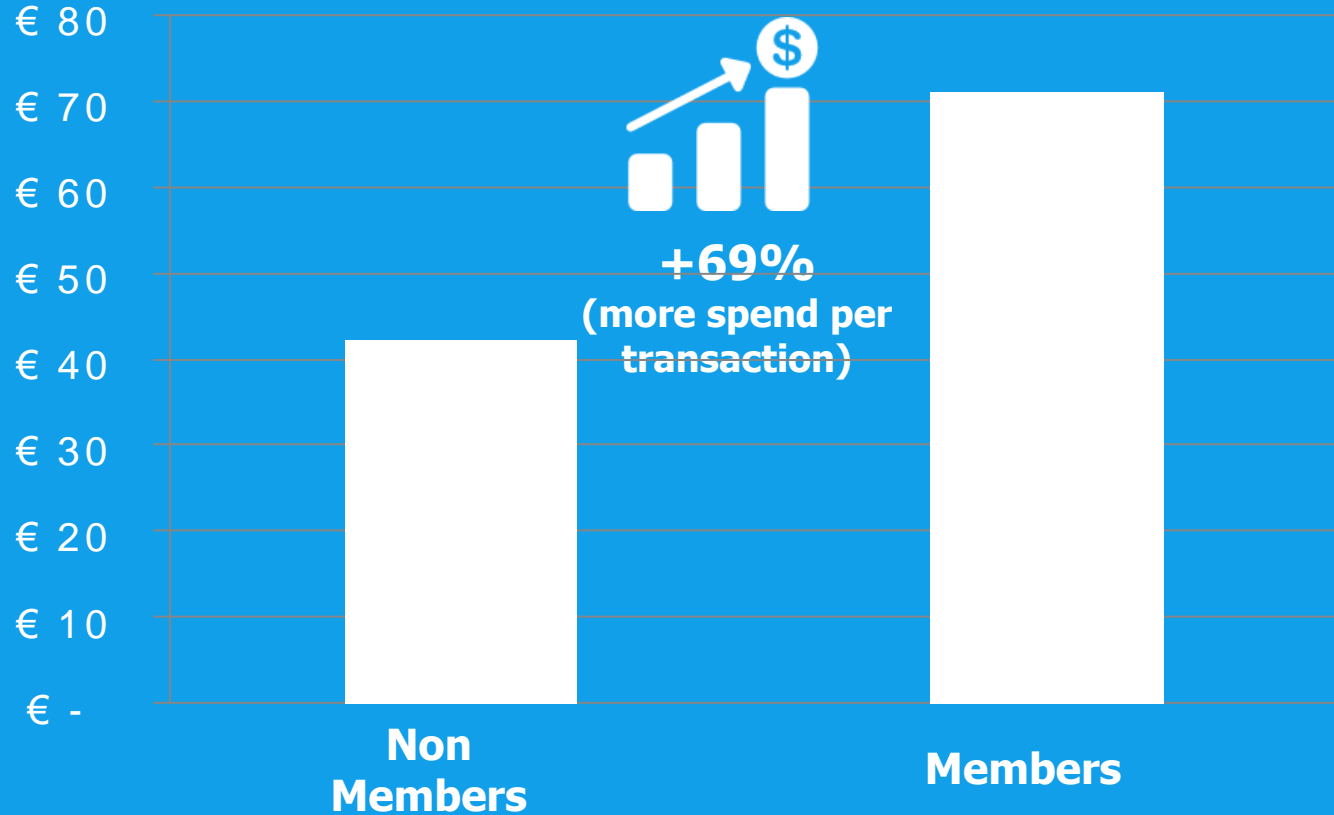
ATV since launch:



Engaged shoppers spend more



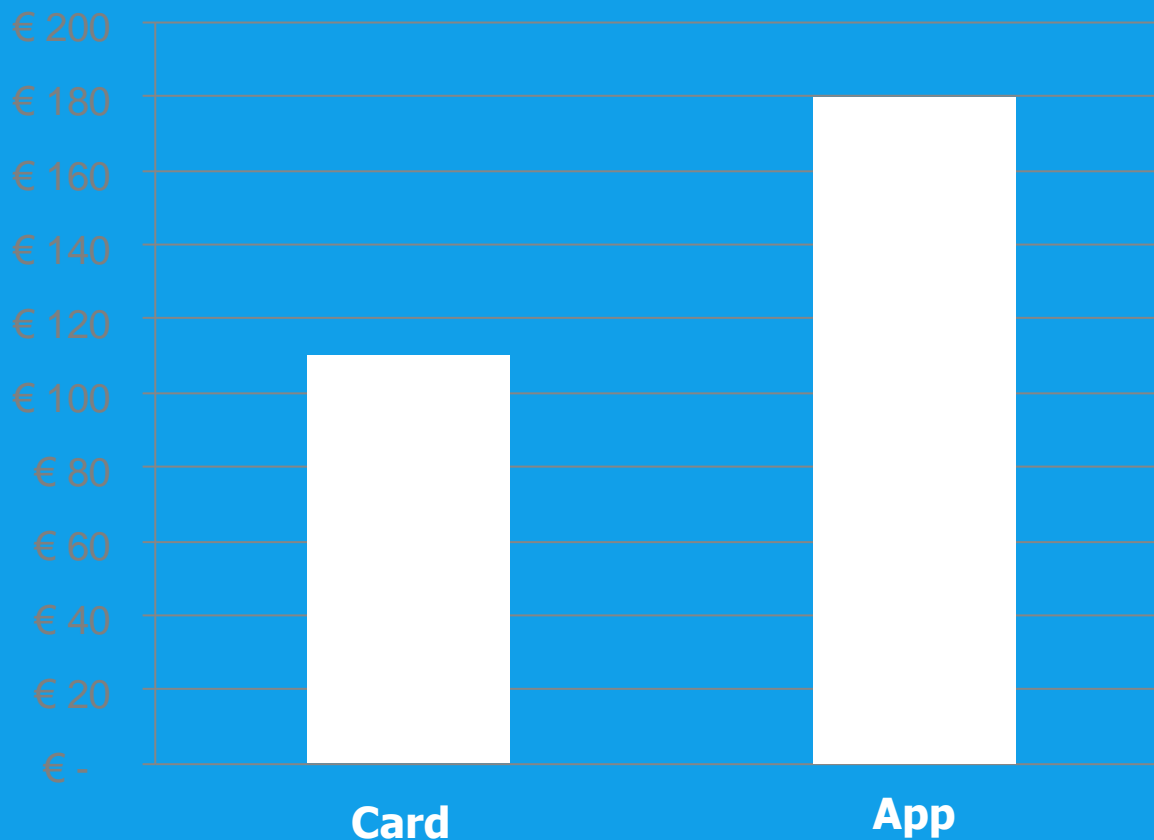
ATV



Programme Members – App vs Card



ATV



**Coniq Operates
in 16 countries...**

...so far



Q&A



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