

# Gift Card Custom Program Overview

*We Put Your Brand to Work for You*



# Gift Cards: Be Part of the Future

It's no secret. Consumers love gift cards.

- Gift card sales will top \$100 billion in 2008\*
  - Retail Issued card breakout: Retail \$36B, Restaurant \$23B and Other \$14B
- 82% of U.S. consumers purchased or received a gift card last holiday season\*\*
  - 66% said they gave and received gift cards
- *“Recipients can get what they want”* topped respondents' list of best reasons to give gift cards
- U.S. consumers surveyed also report\*\*:
  - 12% of those surveyed purchased gift cards for their own use
  - 63% planned to spend entire value in one visit
  - 47% said they spent more than the value of the gift card
  - 55% said they would purchase something they would not normally buy
  - 63% planned to redeem the entire value of the gift cards in a single store visit
- Majority of gift cards purchased are for \$50 or less (85%)\*\*
  - 12% were between \$50-\$100
  - 3% over \$100

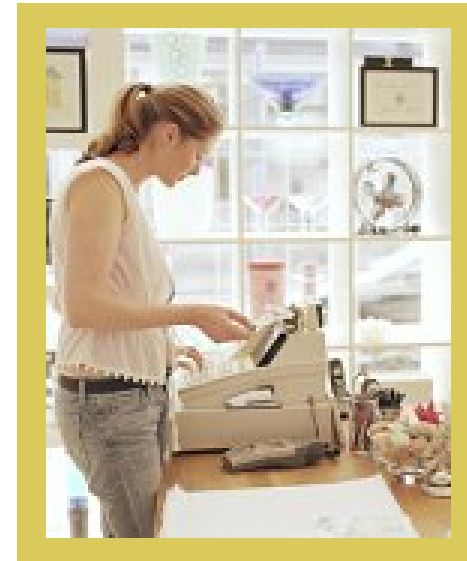
\*Tower Group 2007

\*\*Accenture 2006



# Gift Card Custom: The No Hassle Way to...

- Issue gift cards
- Issue pre-paid cards
- Handle merchandise returns
- Issue employee cards
- Create promotions

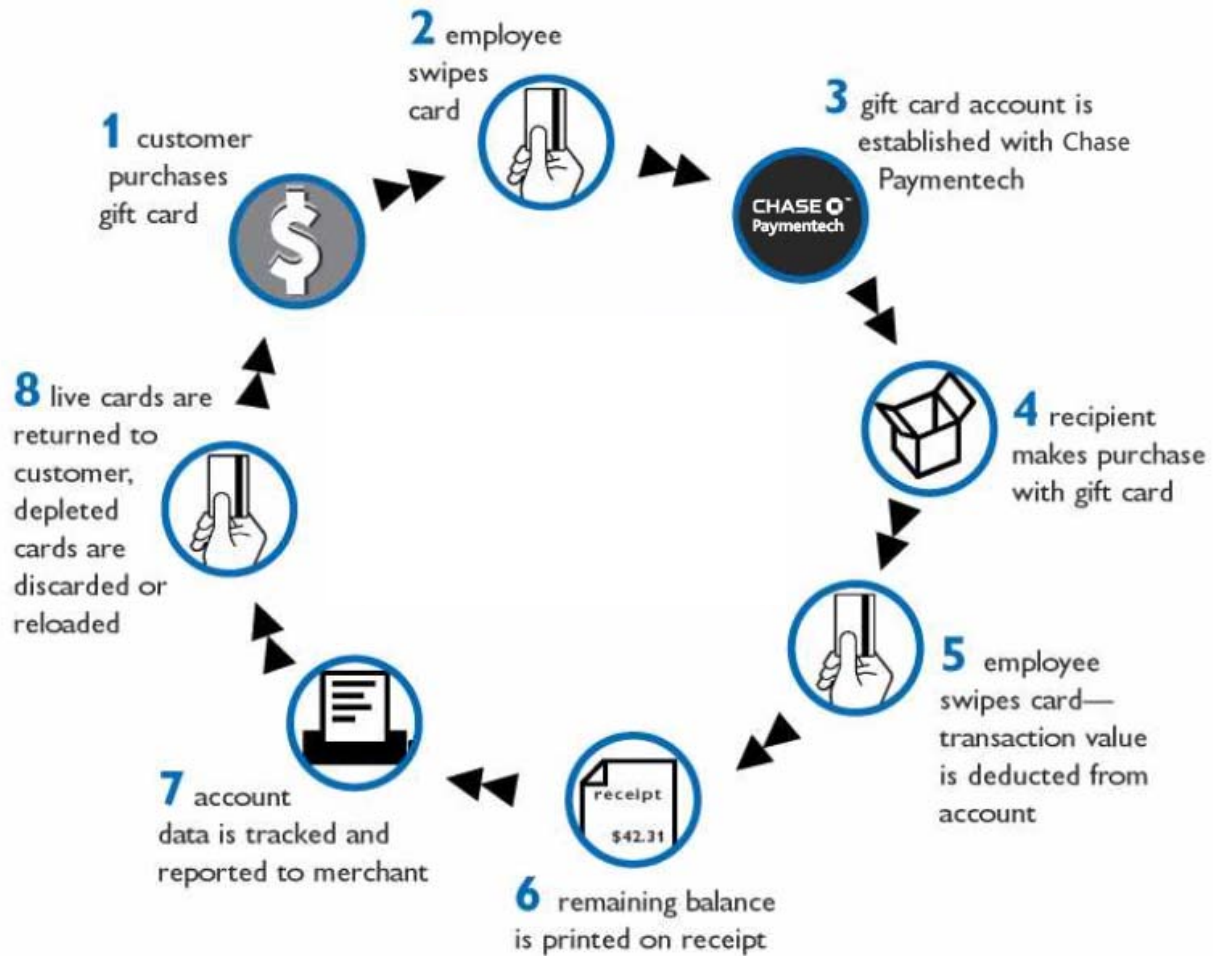


All Quickly and Easily with our Program

Gift Card Custom — it's the stored value product suite that gives you a competitive advantage by allowing you to offer customers a variety of flexible, convenient payment options.



# Transaction Cycle



# Our Turnkey Approach

## One No-Worry Package

- Card design and creation
- Packaging
- Transaction processing
- Database management
- Reporting
- 24-hour help desk



# We Do the Work

- **Card designs** *to promote your business*
- **Promotional marketing tools** *to help you grow your program*
- **Web-based reporting** *to keep you informed*
- **Optional configuration for reloading** *to keep cards working for you*
- **Around-the-clock help desk** *to resolve your questions*
- **Transaction processing** *that integrates with your overall program*
- **Database management** *to handle your gift card accounts*



# You Reap the Benefits

- Increase sales
- Acquire new customers
- Improve cash flow through increased customer spending/lift
- Heighten customer awareness, loyalty and retention
- Repeat customer visits
- Enhance security

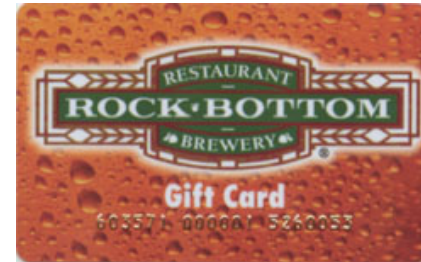


# Gift Card Custom: Card Creation

- Our one-on-one production support ensures your program has the look, feel and functionality that's right for your business
- Design is your choice:
  - Our design experts can create your custom or display card and related card packaging
  - You can utilize your own design resources
- Once design is approved, your custom cards are delivered in 4-6 weeks



# Gift Card Custom: Cards that Sell



# Gift Card Custom: Presentation Counts

Three great presentation packages customized with your unique design:

- Basic — A horizontal presenter with cut-outs for the card to carry the gift message and card. It all fits into your custom envelope
- Deluxe — The fold over presenter complements the card design and fits neatly into a custom envelope
- Display — The custom card and presenter hang as a unit on a J-hook with custom envelope available at checkout



# Gift Card Custom: Program Specifics

- \*1,000 minimum card order
- Customizable maximum card issuance amount (\$1,000 default)
- Customizable minimum card issuance amount (\$.01 default)
- Customizable maximum number of daily redemptions (99 default)
- Optional inactivity fee can be charged against the card — none or \$ 'x' per month after 'y' months
- Optional card expiration date — 'x' months after issuance
- Customizable maximum balance
- Design and production specifications available



# Gift Card Custom: Reporting

## ■ Reporting & Reconciliation

- Online – Comprehensive web-based reporting through Resource Online, Paymentech's proprietary reporting tool
- Terminal based reports – Activity reporting originating at the POS

## ■ Corporate level reporting:

- Activity reports – Transaction overview, transaction detail, activity recap, gap report
- Trending & analysis reporting – Outstanding liabilities report
- Research tools – Cardholder lookup, merchant/hierarchy lookup, redemption/non redemption search
- Optional settlement reports – InterStore and central account settlement reports
- Data files – Transaction detail and ABAC (account balance for active cards)



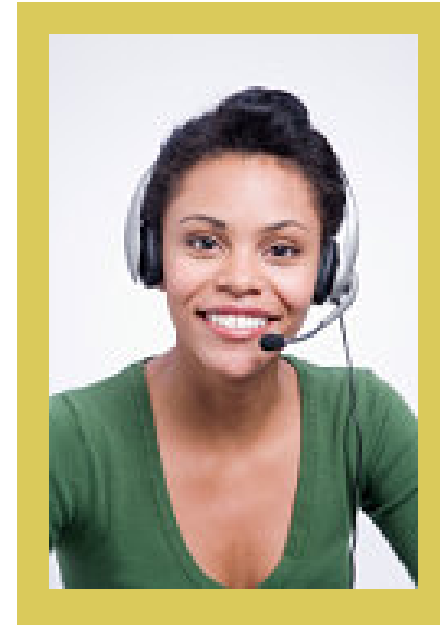
## ■ Daily, weekly and monthly options

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# 24-Hour Help Desk

- **Merchant support** is available through our Help Desk 24/7
- **Consumer support** is available 24/7 through an IVR application that allows a consumer to:
  - Check current account balance
  - Obtain the account's last 3 transactions
  - Obtain activation date



# Transaction Processing

- Comprehensive Transaction Set
  - Issuing/Activation — Add value to the card
  - Authorization — Verify the amount of the open to buy
  - Authorization reversal — Remove a pending authorization and restore the open to buy
  - Multiple swipe issuance — Activate multiple cards for the same amount
  - Adding value — Add value to an existing gift card that has been issued
  - Redemption (purchase) — Settle the amount against an authorization
  - Balance inquiry — Verify the current open to buy amount
  - Void — Reverse a pending sale
  - Prior issuance/Prior redemption — Add transaction into system for a voice authorization
  - Consumer – 24x7 IVR access to card and transaction history



# Transaction Processing

- Robust Processing
  - >4,000 gift card clients (approximately 90 percent of clients have five locations or fewer)
  - Fully integrated into our processing environment
- Flexible Platform
  - Highly configurable to allow program flexibility
    - Gift Card, Pre-Paid Card, Merchandise Return Card
    - Configurable card ranges for discreet program tracking
    - 3 site redundancy
  - Consumer - 24x7 IVR access to card and transaction history

