



gift[®]
SOLUTIONS

**REACH
BRAND
RECOGNIZE
INCENTIVIZE
REWARD**

First Data[®]

Over **60%**^{*} of people say
they prefer gift cards over other
types of marketing offers.

With Gift Solutions, your best asset
just keeps getting better.

*2015 U.S. Gift Card Consumer Insights Survey. First Data. October 2015



Customers

Delight your customers & add value to your business

- > Attract new business while increasing customer loyalty
- > Introduce new products and services
- > Turn browsing into buying

Solution

Incentive-to-Action

AutoReloadSM

Flash Store

Near Real Time Messaging

Digital, Social & Mobile

E-commerce Storefront

Benefit

Improves direct mail campaign response rates by up to 7x

Encourages repeat use and increases frequency of visits

Reaches mobile savvy customers with exciting, time-sensitive offers

Enables promotional offers within seconds of activity

Engages consumers anytime, anywhere, on any device

Provides a universal commerce purchasing experience



Employees

Revolutionize the way you reward & incentivize employees

- > Align a global workforce
- > Acknowledge achievements
- > Propel employee satisfaction

Solution

Card Services

Mobile Services

RedeemControlSM

Gyft Corporate

Employee Discount

Benefit

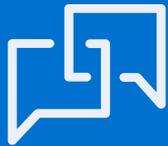
Builds employee loyalty by creating customized rewards

Delivers instant digital rewards to employees

Employee promotions on specific SKUs, product codes and department items

Enables bulk gift card buying with no fees and no minimums

Simplifies discount process for employer and employee, minimizes risk



B2B Partnerships

Transform your business network & establish brand connections

- > Convert events into partnerships
- > Expand your distribution
- > Cement loyal relationships

Solution

Multi-Channel Marketplace

Third Party Partnership

ChoicePak™ Multipack + Bonus

Program Management Portal

E-commerce Storefront

Benefit

Creates new revenue opportunities by enabling B2B gift card sales

Extends brand exposure and gift card sales through increased channel distribution

Provides added incentives for multiple gift card purchases

Delivers end-to-end tools for ordering, delivery and account management

Provides a universal commerce purchasing experience

Programs that meet your needs.
Experience that gives you confidence.

Gift Solutions can get you there.



Expertise

First Data launched the industry's first third party gift card program over 20 years ago and is now a leader in the evolution of gift card, incentive and reward solutions.



Innovation

We continually invest in technology and monitor industry changes to ensure we're always delivering best-in-class solutions for our customers.



Comprehensive Services

Our end-to-end solutions provide all the tools and resources you need to quickly launch and manage your gift card program easily and successfully.



Reliability

Our secure technology services are monitored 24/7 and consistently deliver a 99.9% uptime – so you can run your business without interruption.



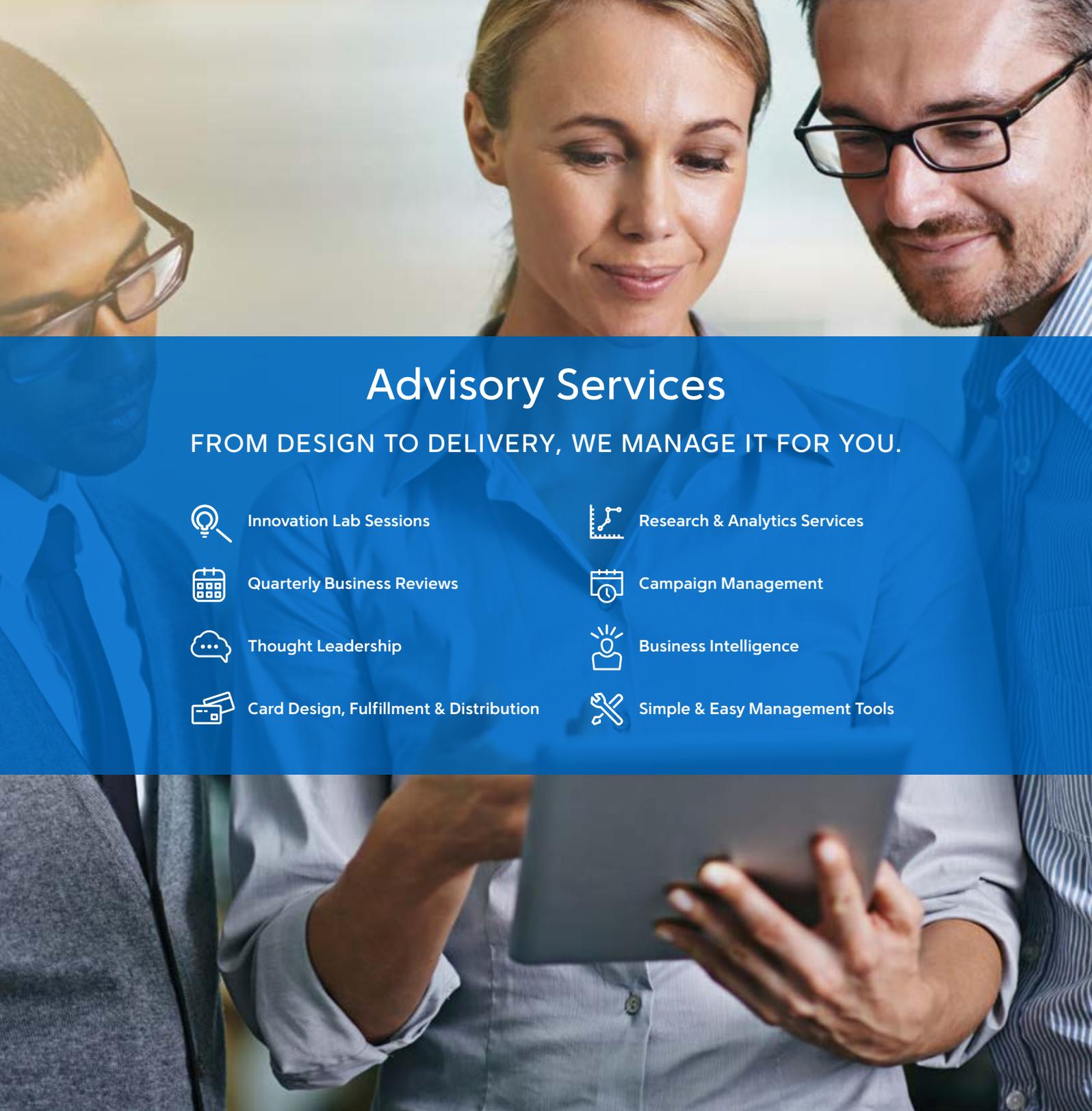
Fraud Protection

Safety and security are integrated into our transaction processing systems and our gift card technology, so you can feel confident your information and data are safe.



Personal Assistance

Our experts are available whenever you have questions about your gift card program, and can also show you how to increase sales and expand your brand.



Advisory Services

FROM DESIGN TO DELIVERY, WE MANAGE IT FOR YOU.



Innovation Lab Sessions



Research & Analytics Services



Quarterly Business Reviews



Campaign Management



Thought Leadership



Business Intelligence



Card Design, Fulfillment & Distribution



Simple & Easy Management Tools

Finally, an end-to-end prepaid ecosystem designed to meet all of your closed loop needs – allowing you to instantly award gift cards to anyone, anywhere, anytime, across the globe.

Get ready to love Gift Solutions' seamless Omni-channel solution.



Extend your brand reach.

Engage consumers anytime, anywhere on any device.

Expand your distribution.



Ready to evolve your gift card strategy?



Email us at giftsolutions@firstdata.com
and we will get right back to you.



At FIRST DATA, we're dedicated to finding new ways to push the envelope on how merchants and consumers use technology and digital mobility to connect. We believe that gift cards are the future of payments."

Barry C. McCarthy
Executive Vice-President
Network Security and Solutions
First Data

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