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.

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

<table>
<thead>
<tr>
<th>Solution</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentive-to-Action</td>
<td>Improves direct mail campaign response rates by up to 7x</td>
</tr>
<tr>
<td>AutoReload℠</td>
<td>Encourages repeat use and increases frequency of visits</td>
</tr>
<tr>
<td>Flash Store</td>
<td>Reaches mobile savvy customers with exciting, time-sensitive offers</td>
</tr>
<tr>
<td>Near Real Time Messaging</td>
<td>Enables promotional offers within seconds of activity</td>
</tr>
<tr>
<td>Digital, Social &amp; Mobile</td>
<td>Engages consumers anytime, anywhere, on any device</td>
</tr>
<tr>
<td>E-commerce Storefront</td>
<td>Provides a universal commerce purchasing experience</td>
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</table>
Employees
Revolutionize the way you reward & incentivize employees
› Align a global workforce
› Acknowledge achievements
› Propel employee satisfaction

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<tr>
<td>Card Services</td>
<td>Builds employee loyalty by creating customized rewards</td>
</tr>
<tr>
<td>Mobile Services</td>
<td>Delivers instant digital rewards to employees</td>
</tr>
<tr>
<td>RedeemControlSM</td>
<td>Employee promotions on specific SKUs, product codes and department items</td>
</tr>
<tr>
<td>Gyft Corporate</td>
<td>Enables bulk gift card buying with no fees and no minimums</td>
</tr>
<tr>
<td>Employee Discount</td>
<td>Simplifies discount process for employer and employee, minimizes risk</td>
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</tbody>
</table>
# B2B Partnerships

Transform your business network & establish brand connections
› Convert events into partnerships
› Expand your distribution
› Cement loyal relationships

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<tr>
<td>Multi-Channel Marketplace</td>
<td>Creates new revenue opportunities by enabling B2B gift card sales</td>
</tr>
<tr>
<td>Third Party Partnership</td>
<td>Extends brand exposure and gift card sales through increased channel distribution</td>
</tr>
<tr>
<td>ChoicePak™ Multipack + Bonus</td>
<td>Provides added incentives for multiple gift card purchases</td>
</tr>
<tr>
<td>Program Management Portal</td>
<td>Delivers end-to-end tools for ordering, delivery and account management</td>
</tr>
<tr>
<td>E-commerce Storefront</td>
<td>Provides a universal commerce purchasing experience</td>
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</table>
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
- Quarterly Business Reviews
- Thought Leadership
- Card Design, Fulfillment & Distribution
- Research & Analytics Services
- Campaign Management
- Business Intelligence
- 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