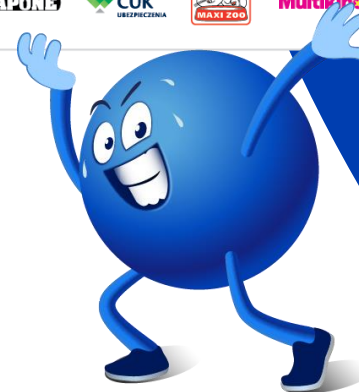


Welcome to PAYBACK 😊

Onboarding



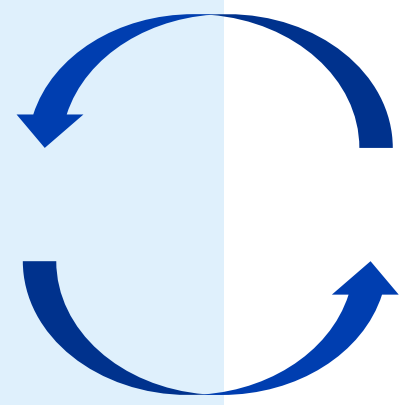
Everything starts with a question:



„Do you have PAYBACK card?“

One card two carriers

Karta plastikowa



Mobile app



REGISTRATION. EASY AS ... 1...2...3!



Download PAYBACK app, enter PAYBACK number and CVC, setup password and PIN.

Orange 99% 08:38

× Zarejestruj się i zacznij ...
https://www.payback.pl

Twoja karta PAYBACK

☒ MAM KARTĘ – Zarejestruj swoją kartę PAYBACK

Wpisz z karty numer PAYBACK i kod CVC:

150 080 0380 CVC 2413

Numer PAYBACK *

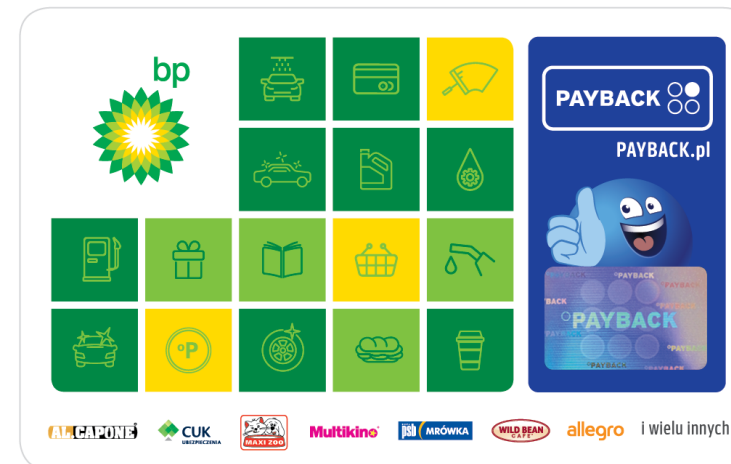
1234567890

CVC *

1234

☐ NIE MAM KARTY – Dołącz i zamów nową kartę PAYBACK

Dalej



PAYBACK number

Jedna karta, wielu partnerów!
Pełna lista na PAYBACK.pl.
Podczas zakupów skanuj tę kartę:

308 359
NR PAYBACK 888 888 8888

0 480000 019941

TA KARTA JEST WŁASNOŚCIĄ LOYALTY PARTNER POLSKA SP. Z O.O.
I SŁUŻY REJESTRACJI TWOJEGO NUMERU PAYBACK

REGULAMIN NA PAYBACK.PL LUB POD NR TEL.+48 22 339 63 00 (KOSZT WG TARYFY OPERATORA)

Pobierz aplikację PAYBACK
i miej kartę zawsze przy sobie

z APP/unktuj!

CVC 8888

CVC

Registration

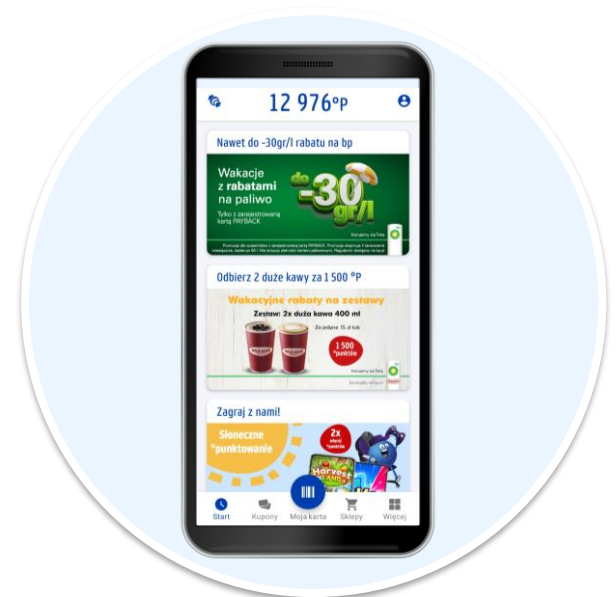
why is it worth to do it?



access to coupons
and promotions



°points redemtrion
(exchange of PAYBACK
°points for shopping,
vouchers and rewards)



access to information
from PAYBACK life

**Do YOU have
a registered PAYBACK card?**



① PAYBACK from consumer perspective



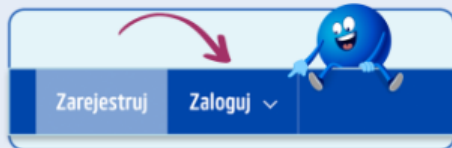


A collage of various brand logos including H&M, IKEA, empik, hebe, allegro, AliExpress, Booking.com, eobuwie.pl, DECATHLON, DOUGLAS, eSky, s.insay, LOT, mediamexpert O, MediaMarkt, Pyszne.pl, RTV Euro AGO, zalandoounge, bonprix, wojas, WORLD BOX, WOLCZANKA, yellow tipi, and ZADOWOLENIA.



How to collect °points for online shopping?

Jak zbierać °Punkty PAYBACK na zakupach internetowych?



Zaloguj się na stronie PAYBACK

Pamiętaj! Musisz się zalogować zanim zaczniesz zakupy w sklepie online.



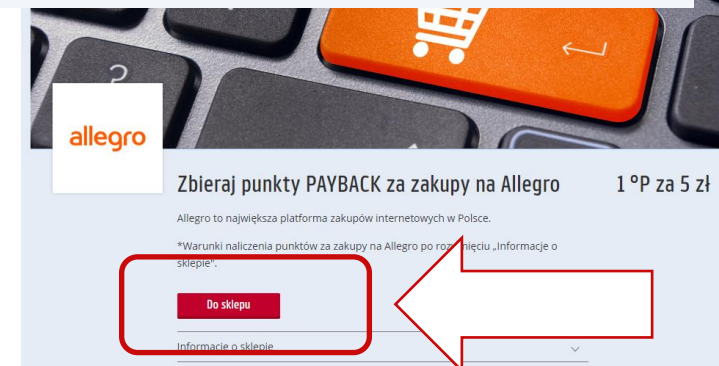
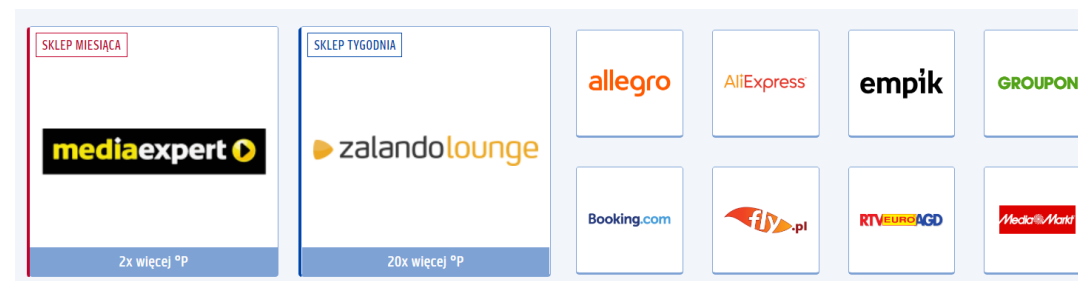
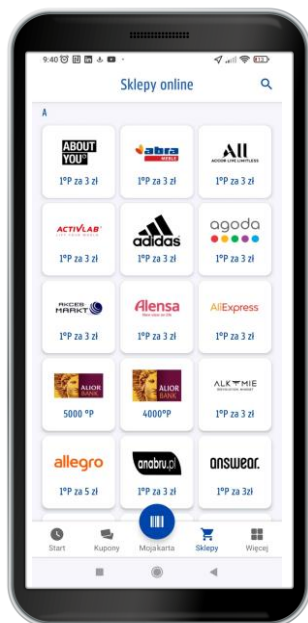
Wybierz sklep online

Koniecznienie aktywuj dostępne kupony na stronie sklepu.



Kliknij button "Do sklepu"

Zapłać za zakupy... i poczekaj na °Punkty. Naliczymy je w ciągu 30 dni.



Multipartner ecosystem is rewarding over 6 M active participants

PAYBACK 



127 M
no of transactions



16 B PLN
turnover



86 M PLN
worth of all
°points collected



66 M PLN
Worth of °points
attributed



20 mln PLN
Worth of °points
redeemed

What can you get for PAYBACK °points?



shopping
at PAYBACK partners

What can you get for PAYBACK °points?

Shopping at
stationary partners



AL.CAPONE

GRUPA
psb MRÓWKA

WILD BEAN
CAFE

 **CUK**
UBEZPIECZENIA

dm

Multikino®

What can you get for PAYBACK °points?



shopping
at PAYBACK partners



vouchers
on PAYBACK.pl

What can you get for PAYBACK °points?



vouchers



and many
more...

What can you get for PAYBACK °points?



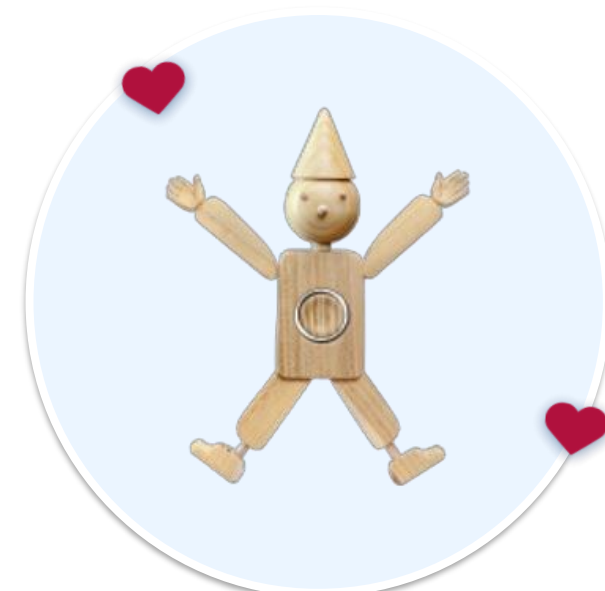
shopping
at PAYBACK partners



vouchers
on PAYBACK.pl

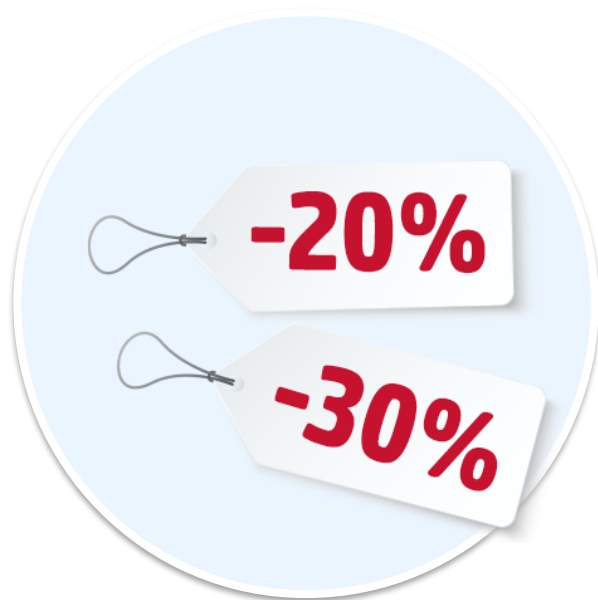


tangible rewards
on PAYBACK.pl



charity
support

PAYBACK offers also other benefits



cheaper products

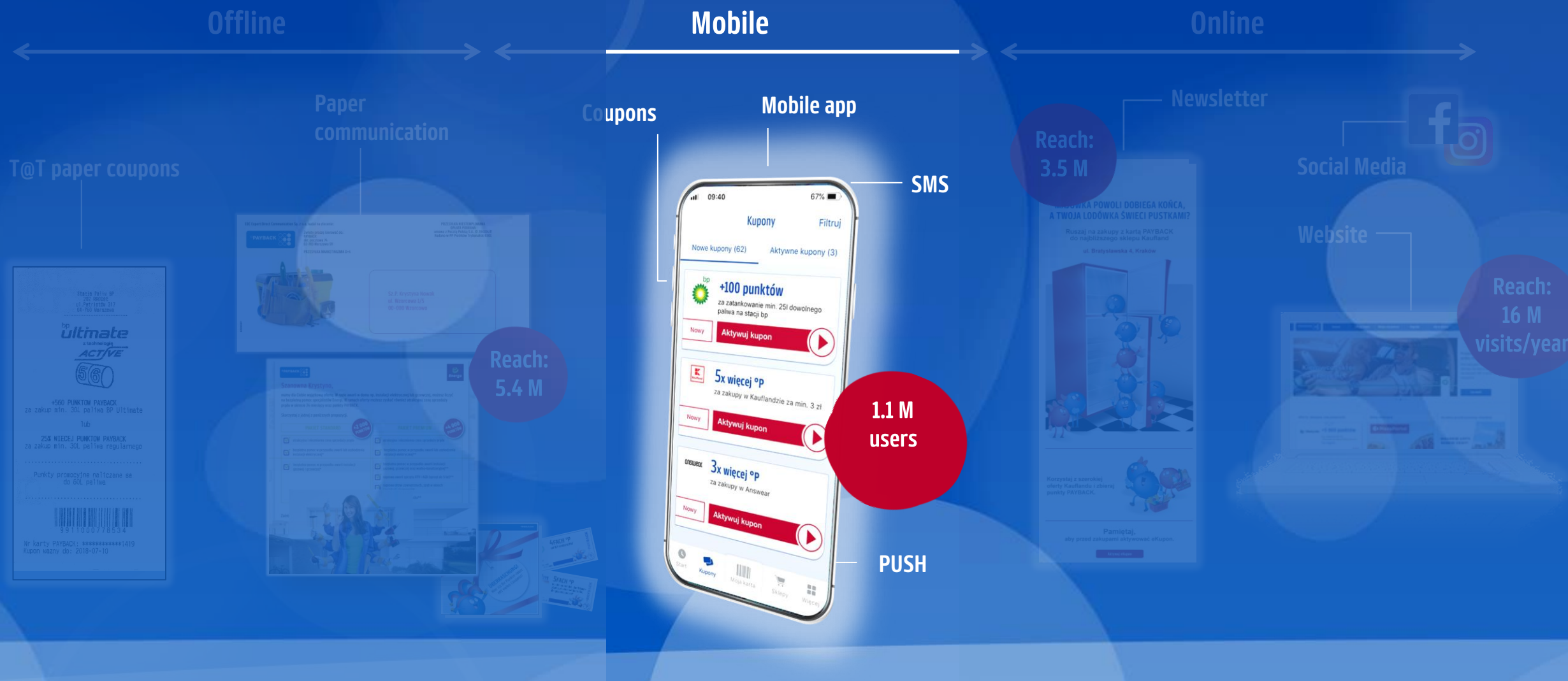


great promotions

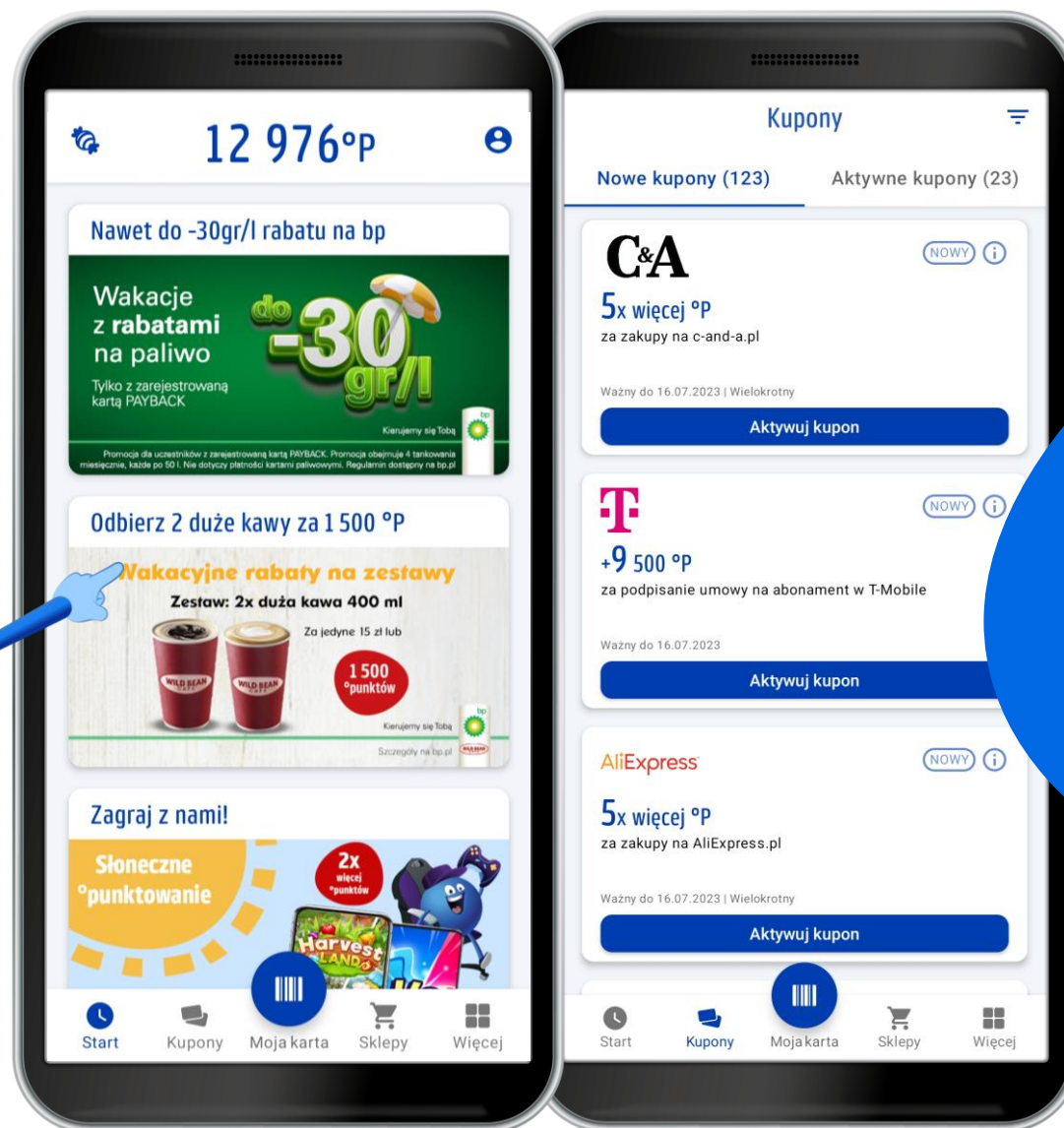


special actions

PAYBACK is the biggest communication platform in Poland



PAYBACK app is a key channel for reaching customers



1 000 000
active users monthly

PAYBACK App
and you won't miss any occasion!

PAYBACK Coupons
influence on customer behavior!

Virtual cars
always by your side!

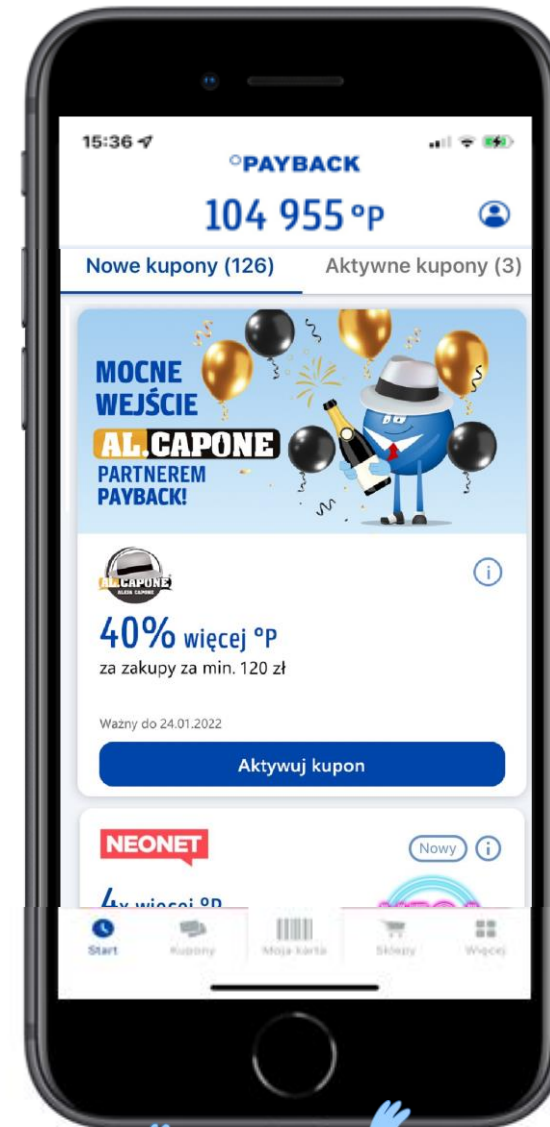


PAYBACK App
and you won't miss any occasion!

PAYBACK Coupons
influence on customer behavior!

Virtual cars
always by your side!

PAYBACK



PAYBACK App
and you won't miss any occasion!

PAYBACK Coupons
influence on customer behavior!

Virtual cars
always by your side!



Coupons = faster way to rewards



Mustela newborn set
129,95 zł

without coupon

with coupon
33x more °points



basic °points

64

64

promo °points

—

2 048

SAVINGS

64 °points = 0,64 PLN

2 112 °points = 21,12 PLN

PAYBACK App
and you won't miss any occasion!

PAYBACK Coupons
influence on customer behavior!

Virtual cars
always by your side!

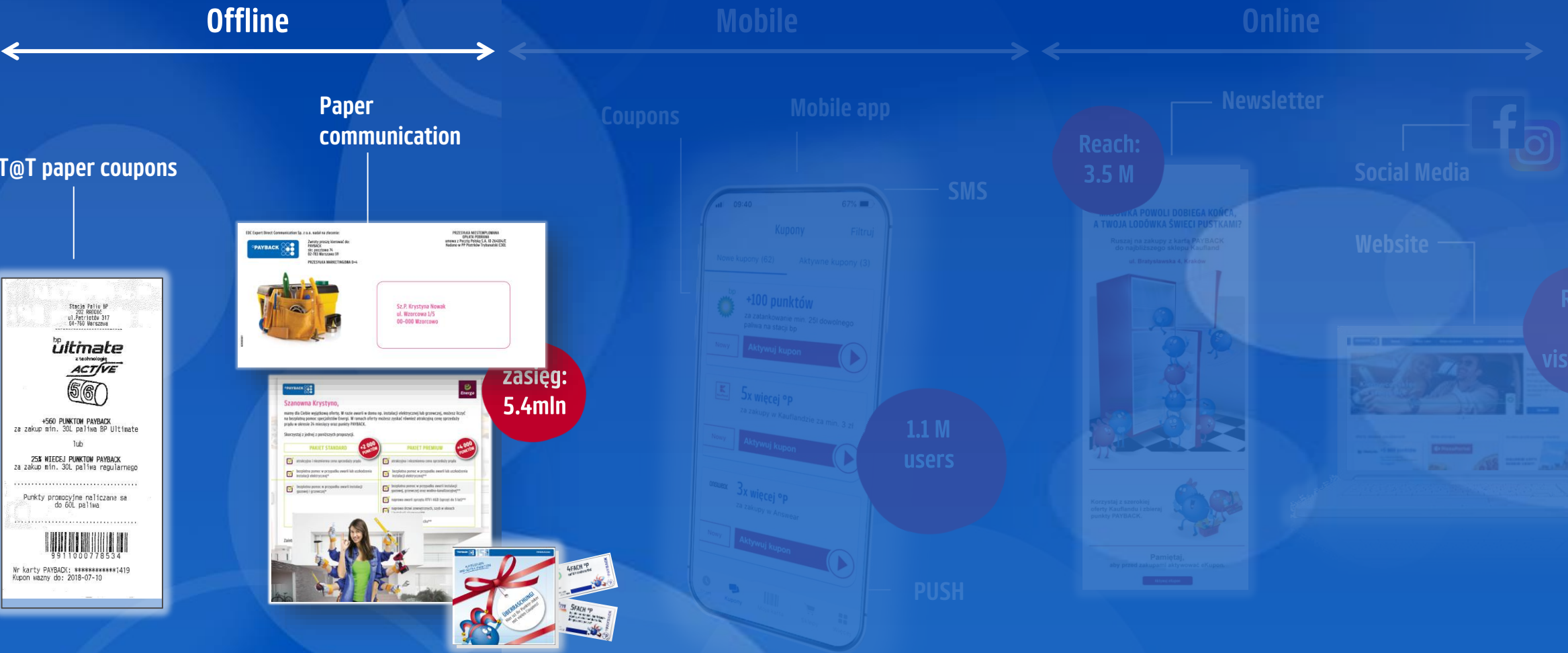


SMS and PUSH

Effective channels to reach customers



PAYBACK is the biggest communication platform in Poland

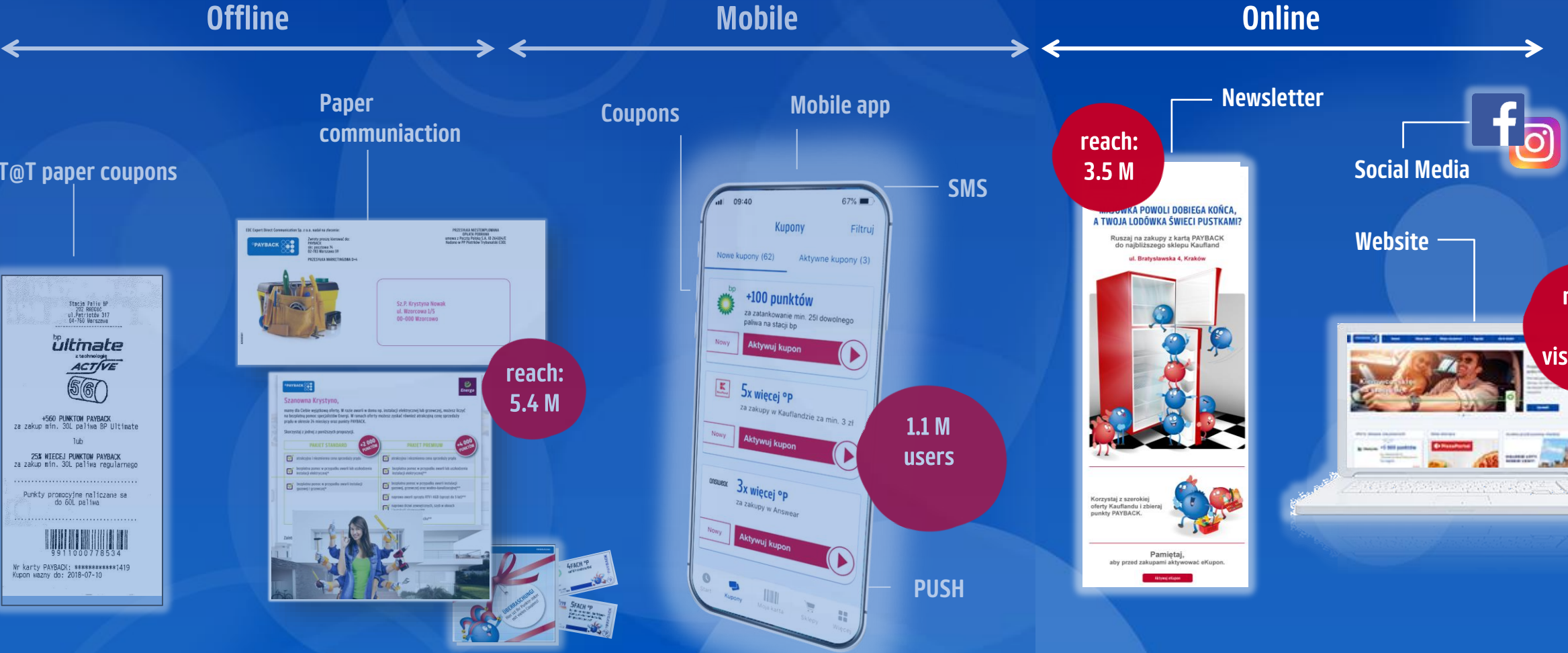


Paper coupon

A consistently effective form of promotion



PAYBACK is the biggest communication platform in Poland



POS materials



② PAYBACK from partner perspective



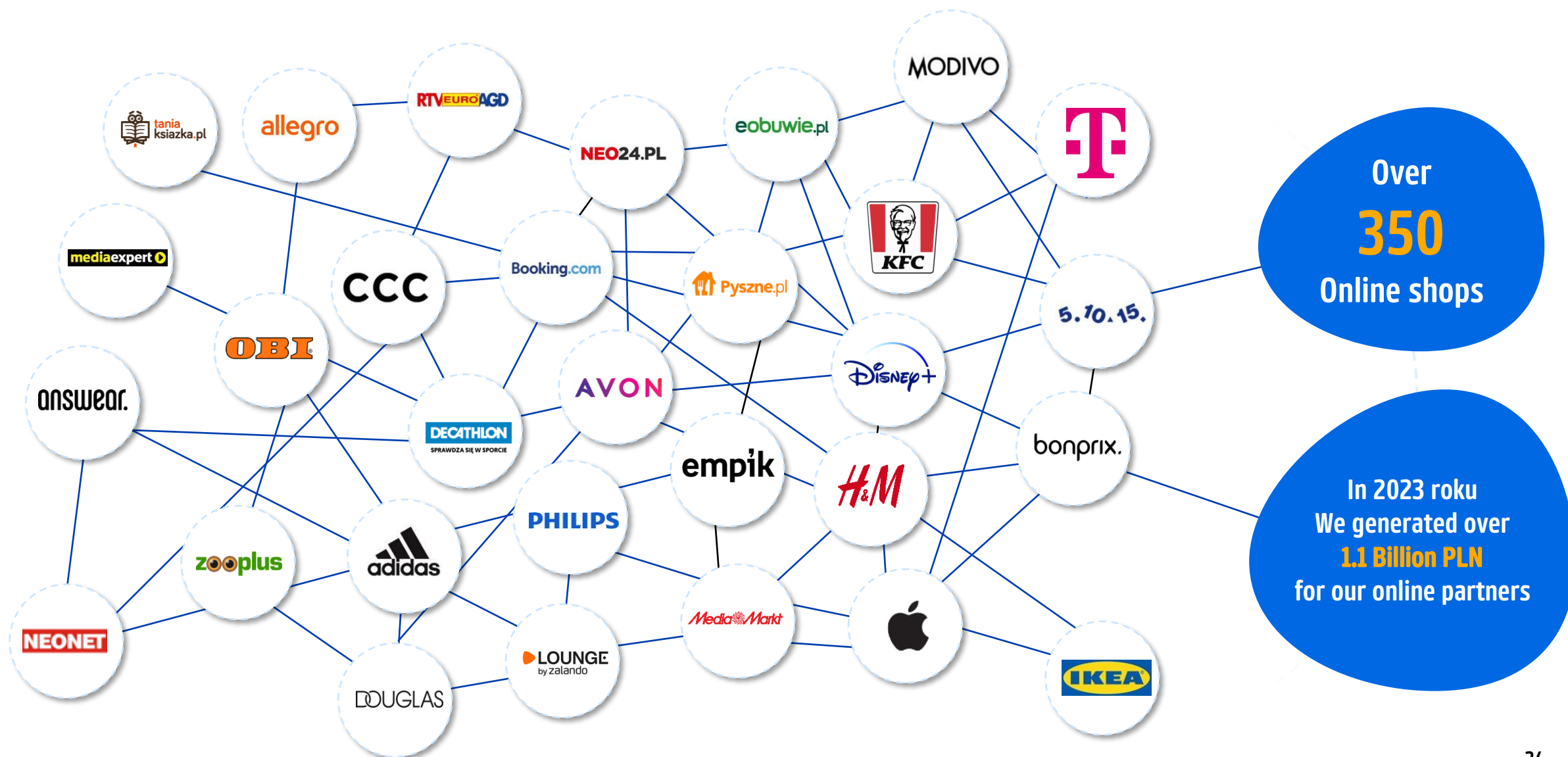
**PAYBACK exist, to...
support partners in
strengthening and
relations with their
customers**



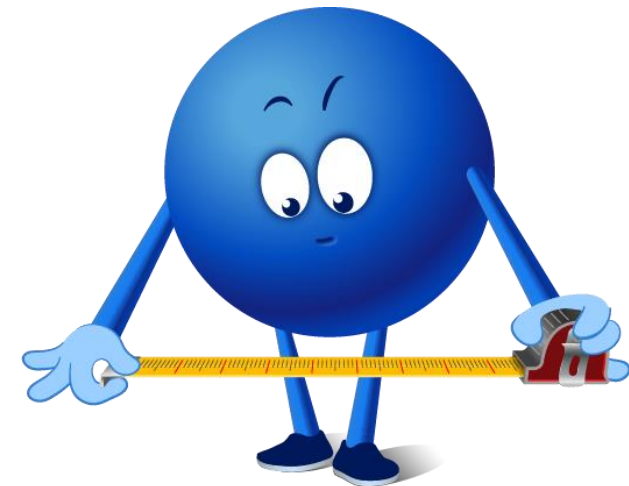
Our biggest stationary partners

Partner	Business area	Scale	Plans for development	Interesting facts
 Kaufland	Grocery retail	239 POS	Real-time solutions, focus on PAYBACK App users growth & engagement	Kaufland celebrated its 20th anniversary on the Polish market in 2021
 bp	Fuel stations	567 POS	Marketing automation collector mechanism in PAYBACK application	BP was a first PAYBACK coalition member in Poland – we are working together since 2009
 PSB Mrówka	DIY	360 POS	Opening of 30 new stores in 2023	PSB-Mrówka was the first large DIY store chain that focused on cities below 100k residents
 CUK	Insurances	400 POS	Opening new POS and developing on-line channel	CUK Ubezpieczenia is the number 1 insurance multiagency in Poland
 Multikino	Cinema	45 cinemas	PAYBACK as an additional channel of ticket sale	Multikino acquired Cinema 3D that joined PAYBACK coalition by the end of 2021
 dm	Drugstores	14 POS	Entered Polish market a year ago, opening new locations	dm is a global PAYBACK Partner present on various markets
 AlCapone	Liquor stores	100 POS	Introducing advanced personalized dialogue with its customers	One of the largest liqueur chains in Poland

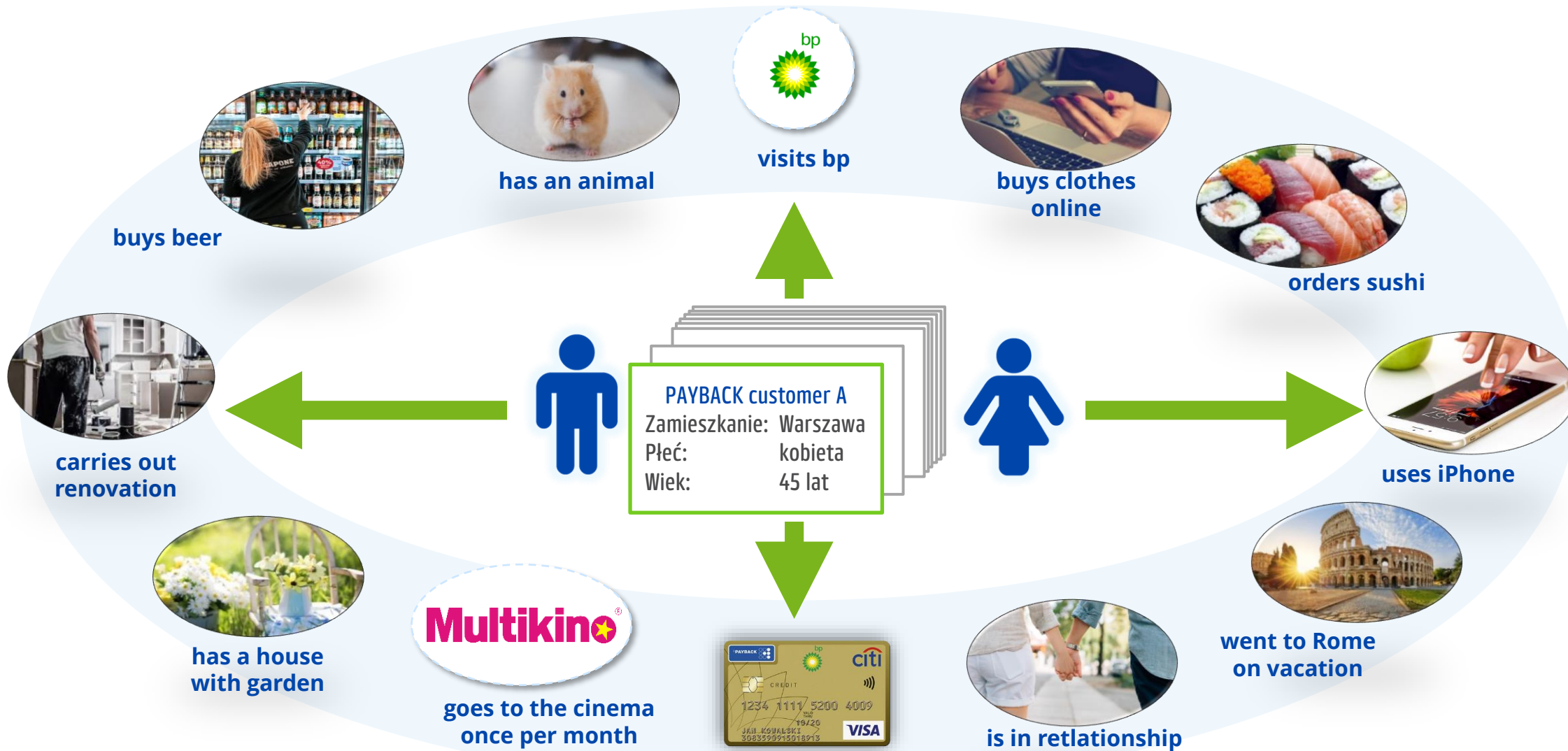
PAYBACK is an attractive shopping platform enabling online shopping at over 350 online brands



3 Data & analytics



PAYBACK data gives a very broad picture of the customer, providing knowledge that allows for effective and targeted activities

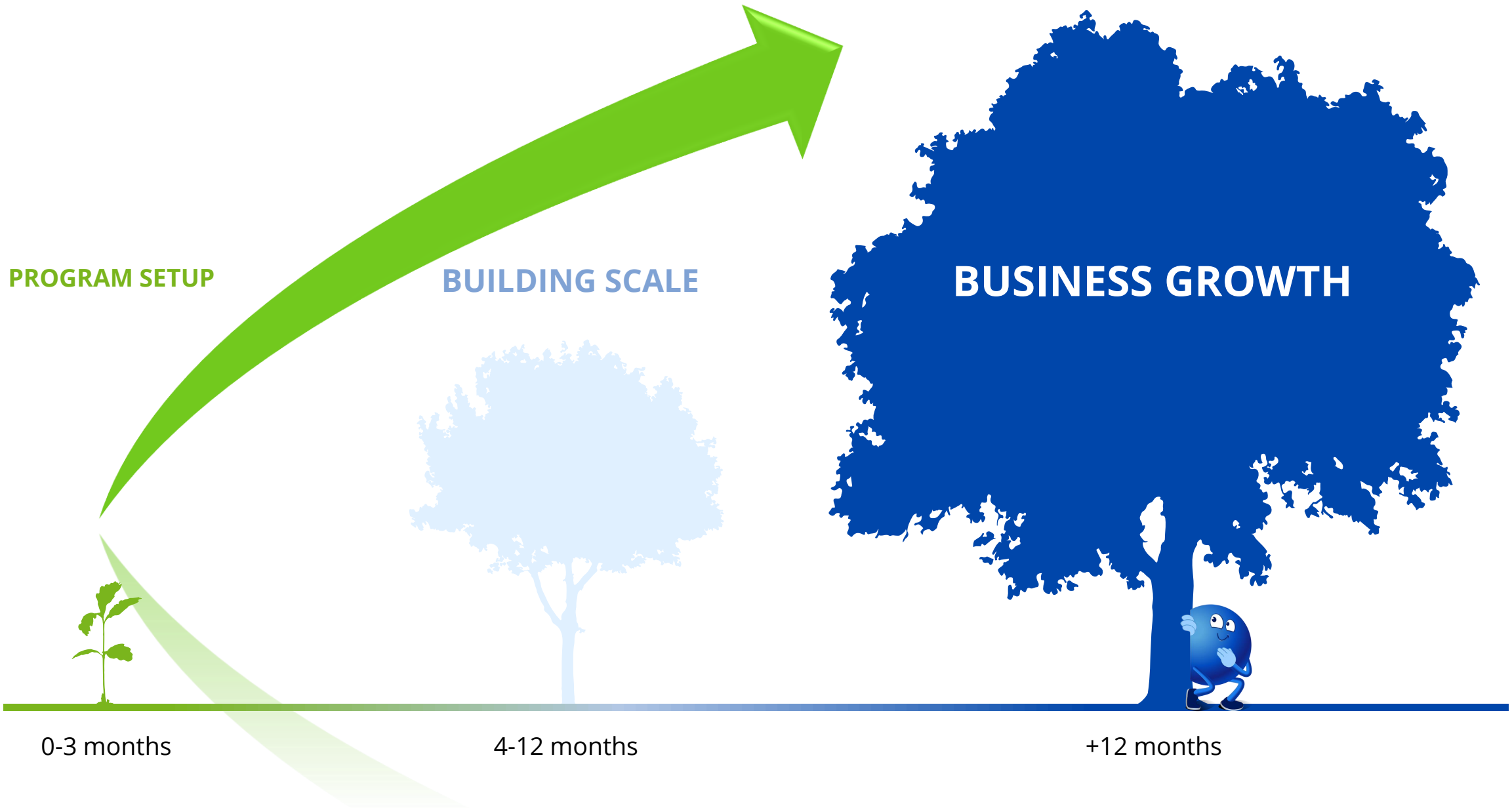


4

What is there in PAYBACK for partners?



What do we Focus on with new partners?



Why does PAYBACK exist?

**Brand
awareness**

Strengthening of brand
attributes by
personalised
communication activities

**Communication
platform**

Building of strong
customer relations by
advanced communication
technology

**Knowledge
about clients**

Processing of right
amount and quality of
data

**Growth
of sales**

Growth of customer value
by building up shopping
frequency, basket value
and acquiring new
customers

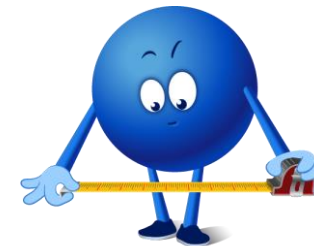
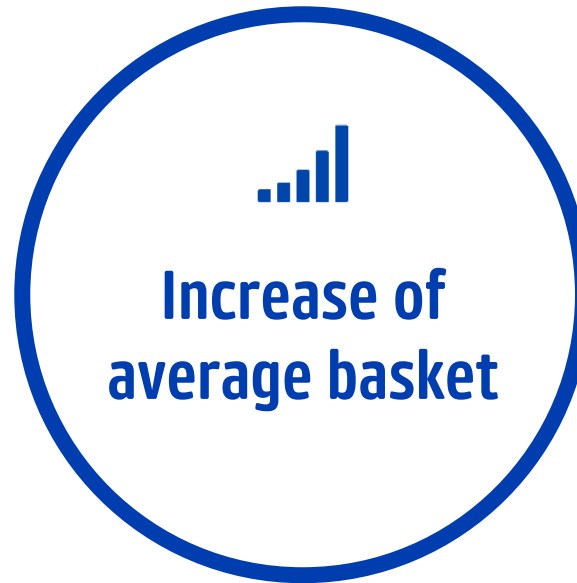
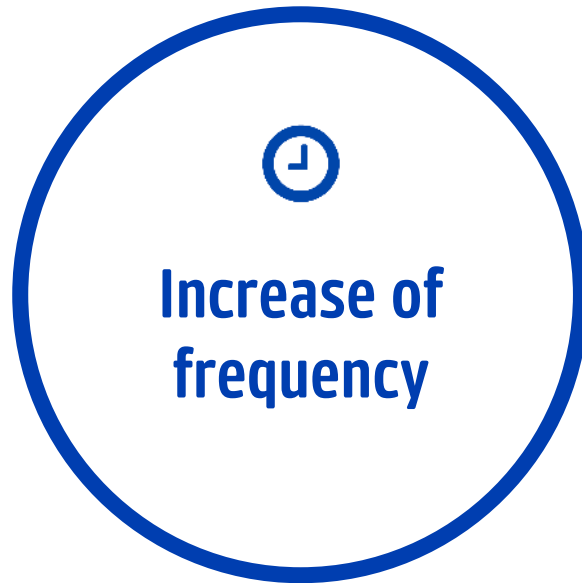
Why does PAYBACK exist?



**Growth
Of sales**

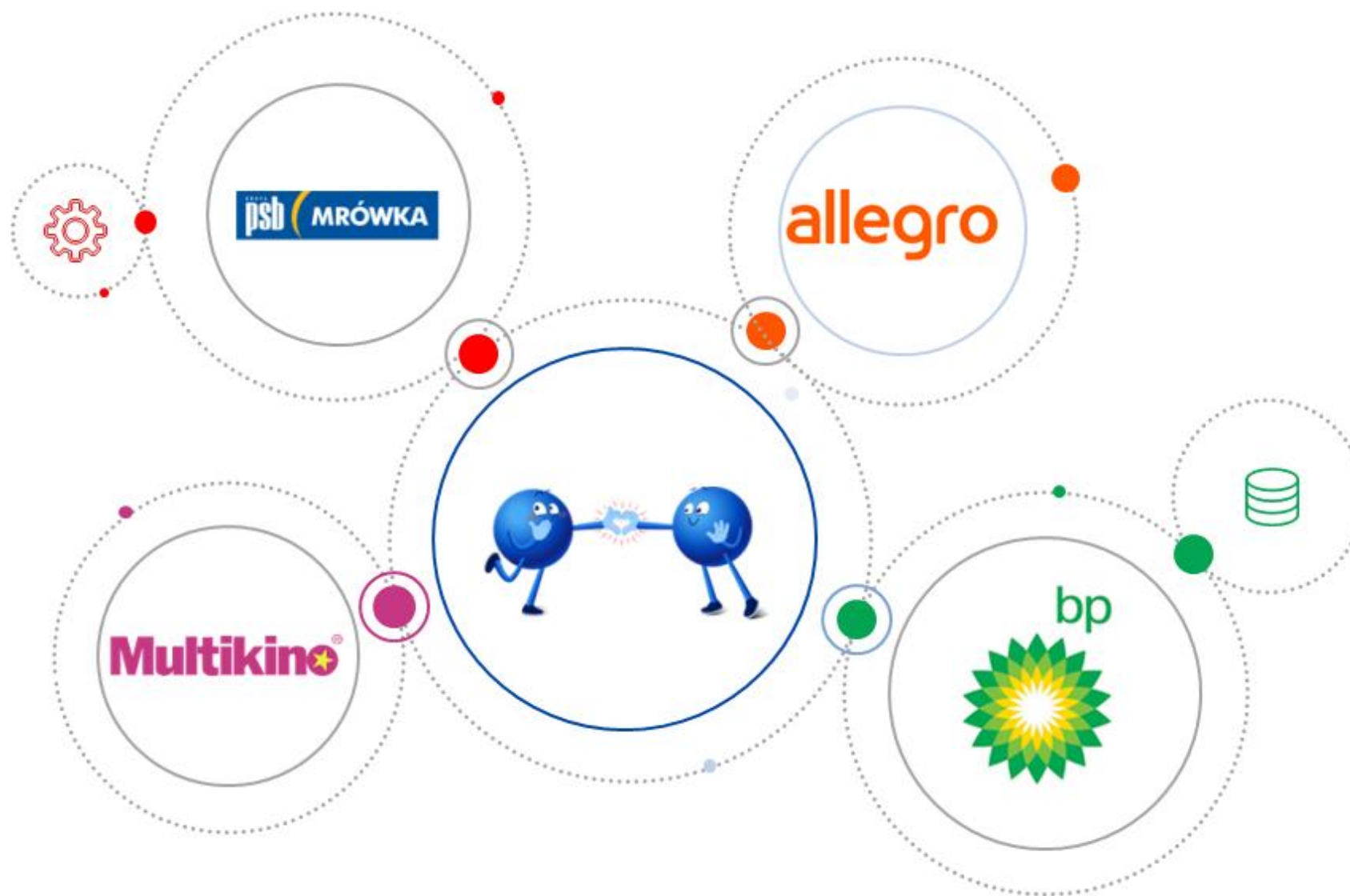
Growth of customer value
by building up shopping
frequency, basket value
and acquiring new
customers

What does the growth of sales come from?



Growth of sales for partner

And the... coalition



Only for employees 😊


Nowy

Potrojenie °punktów
za zakupy w sklepach online



Ważny do 29.02.2024

Aktywuj kupon

Thank you

Any questions?