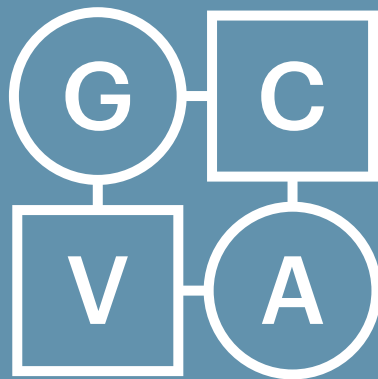


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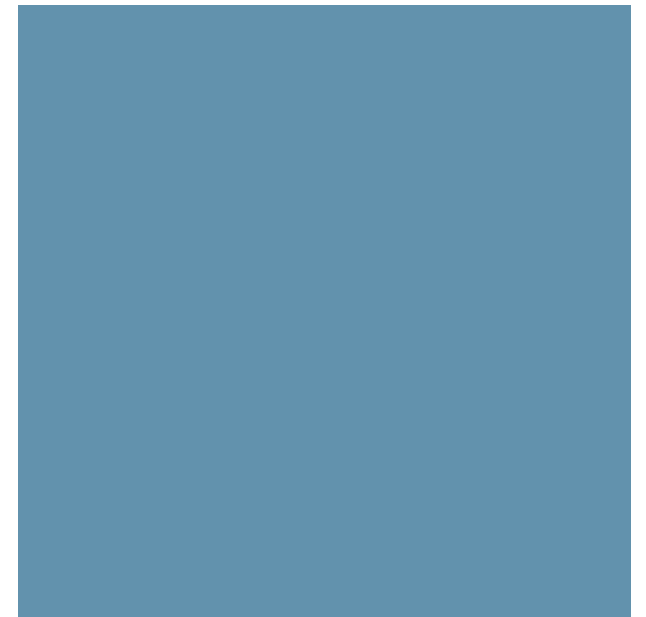
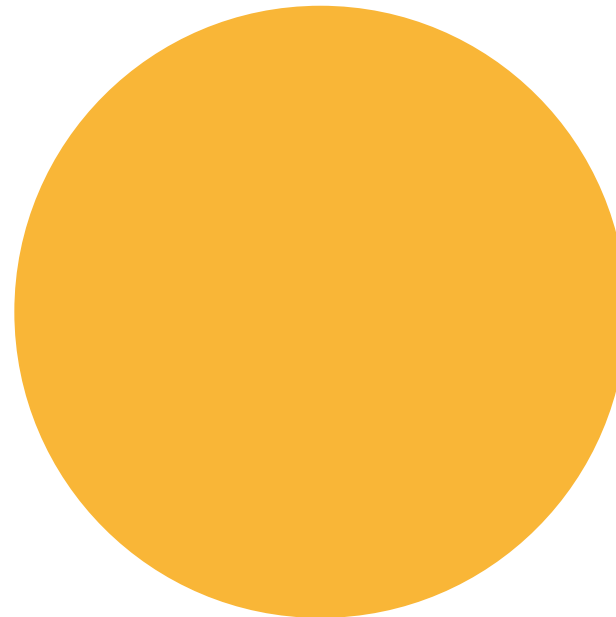


Lead sponsor

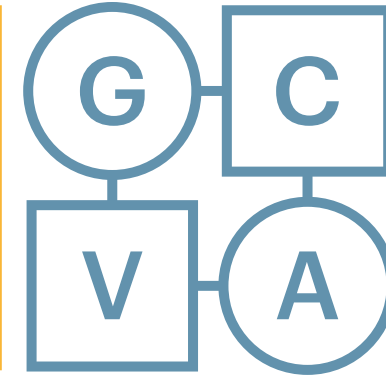


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# The Panel



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- Maureen Hinton – Global Retail Director, GlobalData
- Matt Howe – MD Blackhawk Network Europe
- Ian Doherty – CEO, Appreciate Group plc
- Eoin Whyte – GCVA Chair & Savvy Sales Director

# Employee engagement

## KPMG – Power to the People (2019)

*“Most leading brands also significantly over index for employee engagement. Whilst there are outliers, the greatest predictor of customer excellence is employee experience excellence.”*

Poor performing businesses (for employee engagement) have 31-51% higher turnover, 51% higher inventory shrinkage, 62% more accidents, 18% lower productivity, 12% lower profitability



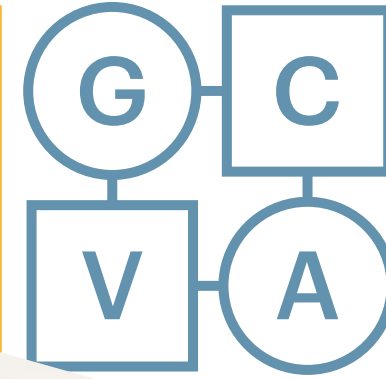
## The employee experience challenge

Delivering employee experience excellence requires high performance in each of The Six Pillars

- Empathy**
  - I am able to bond and affiliate with my colleagues
  - Issues are dealt with sensitively and with emotional intelligence
  - Leaders react positively and in line with our values when under pressure
- Personalisation**
  - Help me develop as an individual - be the best I can be
  - A job role that enables me to utilise my unique talents
  - An environment that promotes continuous learning and improvement
- Time and Effort**
  - My time and extra effort are recognised and appropriately rewarded
  - Employee journeys to achieve a personal objective are clear and straightforward
  - Leaders and managers show respect for my time
- Expectations**
  - The organisation has stretching objectives
  - Leaders are clear on their expectations
  - Leaders provide helpful and constructive feedback
- Resolution**
  - Personal concerns are dealt with, with urgency
  - I am able to participate in decisions that affect me and my team
  - I am supported by leaders to learn from mistakes without blame
- Integrity**
  - The business has a higher purpose than just making money
  - Interpersonal relationships are based on trust
  - Communications are consistent, open and explanatory

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# Gen Z, Millennials



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### 7 Ways Gen Z Are Different

- More diverse
- Better savers
- Bargain hunters
- Commute-averse
- More vegans
- Mall-agnostic
- Loyalty-ready

### Reimagining the gifting experience with our new consumer product, Giftli

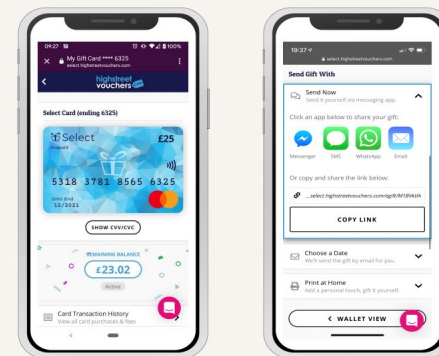
- Creation of a gifting experience targeted at the Millennial audience.
- End-to-end digital solution.
- Making gift cards more meaningful and thoughtful with personalisation and storytelling.
- MVP being tested by closed user group.
- Soft launch mid-December to learn more during peak gifting season.

Half Year Results November 2019

- Nov 2019...Blackhawk Network Study: Ditch the Holiday Party and the Turkey - Employees Want Gift Cards and Bonuses

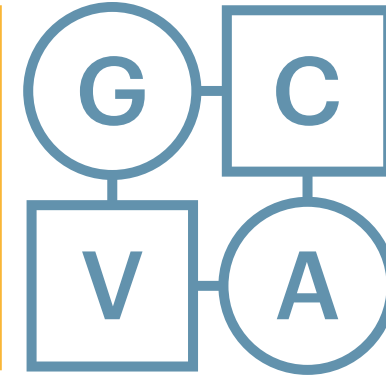
### Taking gifting into the mobile era

Contactless-enabled digital gift card, loaded into the wallet app on your phone.  
 Delivery by email, SMS or WhatsApp.  
 Simplicity, transparency and ease of use.  
 Allows instant celebration and reward of moments that matter to customers.  
 Wide range of redemption partners, both online using the virtual card number and contactless in-store using your phone.



# Slido audience question

## ....Shaping forces



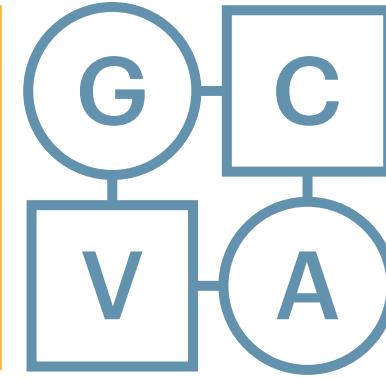
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Q. Rank the below as to how important/impactful they will be to the growth of the gift card industry in the next 5 years (#1 being the most important, etc)

- Widespread mobile wallet adoption by issuers
- Personalisation
- Self usage
- Sustainability theme
- Growth of platforms/aggregation channels
- Security / fraud challenges
- Regulatory challenges
- Something else

# Open Questions from the audience



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**Don't be shy.....**