



FidMe and AB Mobile Loyalty announce partnership

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FidMe is Europe's largest mobile loyalty platform with over 2.7m users. Today FidMe and AB Mobile Loyalty have announced a strategic partnership. This partnership will see the two companies work together in mobile loyalty programmes and digital marketing. The companies will also cross-promote each other's services to their respective users and business customers.

FidMe has firmly established itself as the European market leader in the mobile loyalty space. Working with over 10,000 businesses. Ranging from major franchises like McDonalds, Subway and Pizza Hut to one-store bakeries and restaurants.

FidMe's sophisticated and highly flexible platform allows businesses to choose from a myriad of reward possibilities. It allows to set up and manage programmes that best suit the commercial model and marketing campaigns of the business. In addition, FidMe gives businesses a range of management, reporting and analytics tools that allow for easy tracking of customer trends. Data gathering, using the tools FidMe provides, will aid businesses in future marketing campaigns

AB Mobile Loyalty is a start-up in Digital Marketing and will introduce Fidme mobile wallet in the Netherlands. Digital marketing will become a significant part of the marketing mix of small retailers and franchise organisations.

Laurent Bourgitteau-Guiard, FidMe Managing Director, said: "FidMe has seen extraordinary growth over the last two years and is now regularly used by over 2.7m people in 80 countries. This exciting partnership with AB Mobile Loyalty enhances our growth strategy in the Netherlands and accelerates our expansion plans."

Anton van Bentem, Director AB Mobile Loyalty, added "FidMe enables retailers to connect their loyalty programmes to their clients smartphones. A growing market with growing opportunities. The old advertising model will be gradually be replaced by a digital one. Clients are looking for an opportunity to get rid of their barcode and stamp cards to empty their wallets. Companies are looking for ways to launch effective and efficient loyalty programmes. FidMe offers advantages for both users and companies.

About FidMe

FidMe, developed by Snapp' (Bordeaux), is the European leader for app-based branded loyalty programmes. The FidMe app, compatible with all smartphone platforms, is free to use and allows its users to register all their traditional loyalty cards and stamp cards of local shops. The company works with thousands of local shops and franchise networks (Mezzo di Pasta, Mc Donald's, Quick, Columbus Café,...) to enable them to run and manage their own loyalty programmes in a highly cost-effective manner.

FidMe has 2.7 million users who have registered over 10 million loyalty cards within the app, and works with over 10,000 retailers managing 4,200 separate loyalty programmes on their behalf.

The application has received seven major.

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FidMe

About AB Mobile Loyalty

AB Mobile Loyalty is introducing FidMe in the Netherlands. Mobile Loyalty is a part of the Digital Marketing process. AB Mobile Loyalty can support companies seizing the opportunity to develop a new strategy.

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