

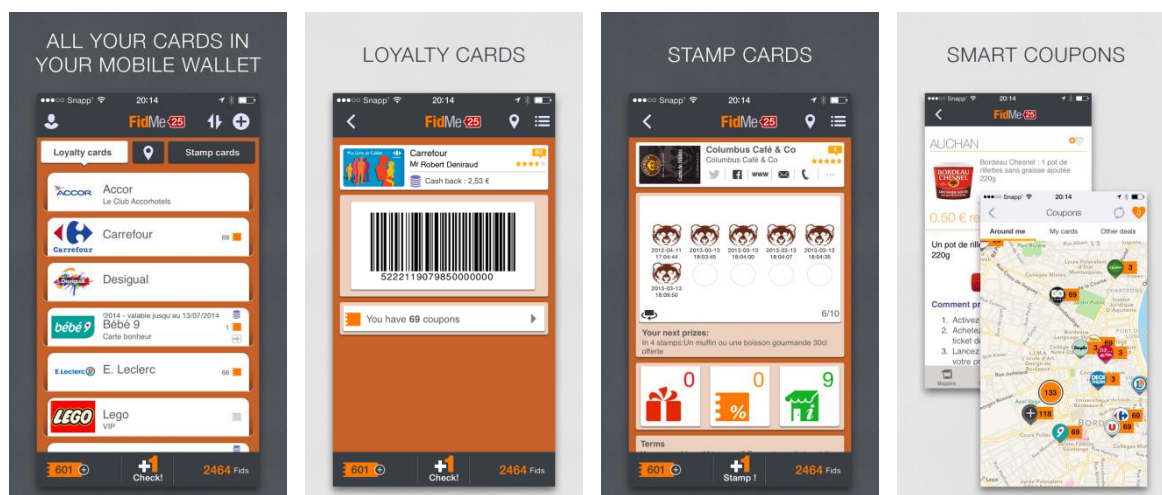
NEW MAJOR VERSION OF FIDME AVAILABLE A personalized and geolocated couponing center!

To propose to almost 3 million users the most complete offer in the mobile wallet market, **FidMe integrates in its 4.6.0 version, a personalized couponing center. Now, users can see the available coupons of a card that's found near them. Thousands of coupons are already visible and can be used in FidMe, just as much as the savings to make!**

The 4.6.0 update, available **on iPhone this June 26th, on Android next week, and in July on Windows Phone**, focuses on the user's experience. It is in function of their cards and of their geographical position, that coupons are displayed to the user, who receives **exclusive-personalized offers**, adapted to his shopping preferences. The connection with several retailers and coupons' providers (iGraal, C-Wallet and new to come) guarantees a **constant flow of new coupons**.

Greatest visibility and new client's flow: this greatest evolution of the couponing center profits as well the **connected retailers in FidMe**, and the thousands of **franchises and shops** present in the app. Until now, only the cardholders of the loyalty cards could access to the associated coupons. Now, **every user can see the on a map the collection of the available offers around him**, allowing them to subscribe to the loyalty program of these shops from the app.

This FidMe's update carries many other evolutions. The appearance of the app has been relooked with a **flat design** trend, it's more modern, easier to read, answering to our user's requests. The **notification center**, entirely redesigned, simplifies the display of deals and coupons, as well as the access to offers, getting notifications to never miss any of them.



Other evolutions foster to the **app's natural virality**, supported by the gamification options that have been present since the beginning. The possibility to **sponsor friends** by selecting their email addresses directly from the mobile's address book, and the possibility to **share FidMe through Facebook**, have encouraged the exponential increase of users. According to Mediametrie, FidMe is the 6th most used commerce application in France (1st trimester 2014)!

About FidMe

FidMe, developed by Snapp' (Bordeaux), is the European leading mobile loyalty wallet application. Free and with no ads, FidMe is compatible with every smartphone. FidMe allows registering all the traditional loyalty cards but also stampcards from local shops. Thousands small businesses, franchise networks and renowned retailers (Monoprix, Marionnaud, AccorHotels, Mezzo di Pasta, McDonald's, Quick, Columbus Café, etc.) have joined the service. FidMe has almost 3 million users, 5.000 loyalty cards, 14 million digitalized cards. www.fidme.com

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