



Press release
Bordeaux, September the 16th 2014

FidMe, the European mobile loyalty wallet, reaches the 3 million users milestone !

It's official, FidMe reached this summer 3 million users. 3 million users accounts and many more downloads!

Since its beginning in 2010, the app evolved a lot: from the innovative loyalty cards scanning feature, to the whole mwallet FidMe became, it's now a new media for active consumer community, filled with cards, coupons, and geolocated deals. FidMe keeps its basics by being an agnostic and universal app available for the largest audience.

FidMe it's now :

- Over 5300 loyalty cards, downloaded in **80 countries**, meaning over **15 million digitalized loyalty cards** within FidMe;
- Thousands of connected retailers, franchises and small businesses;
- Available in **18 langues**;
- **Many world renown retailers** connected;
- Compatible with manufacturer's wallets, like Apple **Passbook**, Samsung Wallet, and Microsoft Wallet;
- **Thousands of coupons**, from many feed with targeted display depending of cards, location and users prererences.

FidMe continues its development with **100 000 new users per months** and **dozens of new connected shops every weeks!** After making their proof concept in France, FidMe is now evolving fast in many countries such as United Kingdom, Benelux, Denmark.

With the arrival of the coupons feeds one year ago, and the latest **iBeacon** compatible version (beacons based on Bluetooth Low Energy, allowing FidMe users to receive notifications, coupons, offers from nearby shops), FidMe settles its leading place as **most used mobile loyalty wallet in Europe!**

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 over 3 million users, 5.000 loyalty cards, 15 million digitalized cards. www.fidme.com

Press Contact

Laurent Bourgitteau-Guiard

05 47 74 52 50

Le Grand Angle – Avenue Périé

33520 Bruges – France

www.snapp.fr – presse@snapp.fr