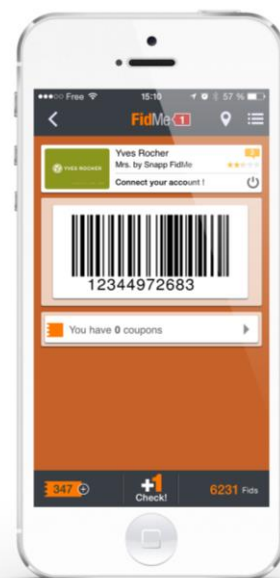


## Yves Rocher Benelux to use FidMe for their mobile loyalty strategy

To make their loyalty card available on mobile phones, and display their scheme, coupons and offers, Yves Rocher has chosen FidMe for Belgium, Netherlands and Luxembourg. European leading mobile loyalty wallet with more than 3.2 million users, FidMe has already a strong visibility from the retailer's customers!

Like Yves Rocher, retailers and brands are numerous to choose **FidMe to connect their loyalty card or as a new display media**. Accorhotels, Marionnaud, Monoprix, Leclerc Optique, Nicolas, Office Dépôt, Bébé 9, Les Pages Jaunes, Amazon, etc.: they use FidMe to connect their loyalty program, advertise their coupons and reach not only their customers, but millions of prospects.

For the customer, it's a walk in a park: just scan the plastic cards, and connect the card in one click. Yves Rocher's card then displays the points balance, coupons, offers, points of sale and information. Customers can be notified, if they want when new offers are available.



### 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 3.2 million users, 6.000 loyalty cards, 15 million digitalized cards.  
[www.fidme.com](http://www.fidme.com)

Learn more about Yves Rocher Benelux [www.yves-rocher.nl](http://www.yves-rocher.nl)

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