

Rip Curl to choose FidMe for their mobile loyalty program

Rip Curl has chosen FidMe to deploy their mobile loyalty program in the European stores. European leading mobile loyalty wallet application with almost 4 million users, FidMe allows Rip Curl to reach their customers and millions of prospects.

FidMe doesn't need any hardware or software installation, only a simple QR Code is needed. **At the checkout, customers scan it to earn stamps on their mobile loyalty card.** 10 stamps later, 15% off on their next purchase is given.

This digitalized loyalty card is available in 24 points of sale in France, Spain and Switzerland.

Rip Curl has access to a backend to manage their loyalty program, create coupons campaigns, and study card statistics. With their Premium account, Rip curl has **advanced features to maximize their cardholder's loyalty and new client's acquisition.** In addition to the discount, cardholders receive free stamp on their birthday and when they sponsor a friend. A great way to **improve customer's loyalty and engagement!**

RIP CURL Our loyalty card is in your mobile

10 STAMPS = 15% OFF
on your next purchase

with **FidMe**

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, E.Leclerc, AccorHotels, Columbus Café, McDonald's, KFC, Domino's Pizza, etc.) have joined the service. FidMe has almost 4 million users, 6.500 loyalty cards, 18 million digitalized cards and 19 available languages. www.fidme.com

About Rip Curl

What started in 1969 as a vision, or Search, of two surfers has evolved into a way of life for surfers and board sport enthusiasts worldwide. Rip Curl remains a private company committed to the mission of being regarded as The Ultimate Surfing Company. Now designing, producing, and distributing a variety of highly innovative clothing, wetsuits, boardshorts, watches, mountainwear, footwear, eyewear, accessories, and other equipment for the range of board sports through more than 60 countries around the globe, Rip Curl prides itself on its world class roster of athletes and the simple objective to Live The Search. www.ripcurl.eu

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