

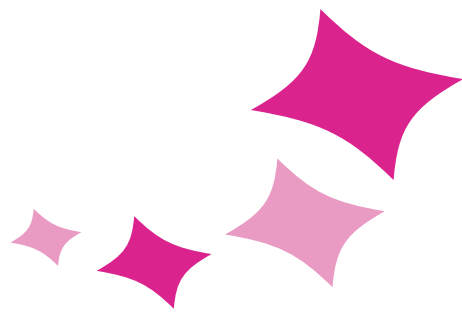


European Leader in **Online Loyalty**



[www.maximiles.com](http://www.maximiles.com)

[www.ipoints.co.uk](http://www.ipoints.co.uk)



## Comprehensive solutions for Online Loyalty and Incentives programmes

It is a well known fact that it costs five times more to get a new customer than to retain one.

However, keeping customers loyal is no easy feat. You need a compelling offer, competitive prices and a high level of service. In addition to this, you also need to be able to identify, understand and recognise your customers' requirements. This understanding leads to increased sales, repeat visits and improved communication that will encourage them to buy again and again and again.

Over the past ten years, improving Customer Relationship Management has become a key issue for all businesses. In 1999, in the midst of the Internet bubble, Marc Bidou, formed Maximiles with the objective to transform a price driven, volatile audience of internet buyers into loyal customers. A few years later, as E-commerce exceeded the €100billion benchmark (source: Forrester Research, 2006), the Maximiles vision has become more strategic, enabling the company to grow at a healthy rate and expand across Europe.

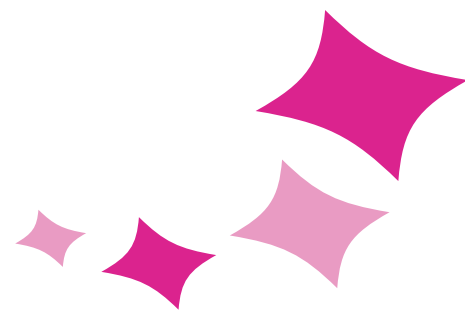
Listed on Alternext of Euronext Paris, Maximiles now offer a comprehensive range of services to help companies enhance their Customer Management Relationship (Online and Offline), improve loyalty and increase both up-selling and cross-selling.



- Online coalition loyalty programme
- Proprietary motivation programmes
- Incentive and reward programmes
- Email marketing
- Online research and sampling



# European Leader in Online Loyalty



Maximiles Group is the European leader for online loyalty programs with over 3.5 million\* members.

We are leader in the UK with [www.ipoints.co.uk](http://www.ipoints.co.uk) and leader in France with [www.maximiles.com](http://www.maximiles.com)

In Fall 2007, Maximiles has extended its reach to become the first on-line reward program in Spain and Italy. Maximiles will continue its European expansion throughout 2008.

Over 150 companies trust Maximiles to manage their loyalty and motivation programs, whether multi-partner or proprietary.

## A unique proposition

- 1.9 million\* members in France
- 1.6 million\* members in the UK
- Over 100,000 new members per month
- Partnered with best online retail brands
- A choice of reward currency's: "maximiles" or "ipoints"
- An enticing reward catalogue with additional sales opportunities for our partners
- The most generous programme for our members
- A unique blend of marketing, technology and database expertise

## Ipoints and Maximiles to offer multi-country services

With its presence in France, the UK, Spain and Italy, Maximiles now offer an integrated service across these four territories: direct marketing campaigns, online panels and full loyalty partnerships.

## Key facts

- Founded in 1999
- Listed on the French stock exchange since 2005.
- 70 staff across Europe
- €12m revenue achieved in 2006

## Our expertise

### Interactive Marketing and Online CRM

#### Loyalty

- Design, development and management of coalition loyalty programmes
- Design, development and management of proprietary loyalty programmes
- Rewards programs and catalogues
- Online and Offline development

#### Online Surveys

- Sampling
- Panel incentive in "maximiles" or "ipoints"
- Highly qualified database

#### Direct Marketing

- Highly qualified database in France, the UK and Spain
- Emailing
- Postal
- SMS and MMS

#### Marketing Events

- Online games
- Puzzles and Quizzes
- Special events

#### Rewards and incentives

- Rewards, vouchers and coupons sourcing
- Own-branded incentives programmes
- Sales promotions

#### Database

- Database hosting and management
- Datamining and profiling
- Subscription and membership card management

\* As of 30/06/2007



## The Number One Coalition Programme for Online Loyalty

attracting and retaining customers, engendering loyalty and driving profitable customer relationships.

In this booming but increasingly competitive retail environment, the need to create differentiation and retain valuable customers is vital.

We offer an exclusive, unique and high-value proposition within our coalition programme. It is aimed at generating incremental sales from existing and new customers.

We aim to increase basket size and frequency of purchase and deliver profitable customer relationships without eroding valuable margin.

We provide an attractive customer value proposition, enabling multi-collection across a wide range of retail brands and provide a dynamic rewards catalogue offering a variety of desirable products across various categories including travel, books, music, film, gadgets and electrical equipment. We work with our partners to increase customer participation through ongoing development of the programme, tactical promotions, exclusive offers and personalised incentives to increase engagement, motivation and customer experience.

We add value to our partners by collecting rich customer data that enables them to identify profitable customers and communicate more effectively with them.

The leading online loyalty program in Europe

- 1.9 million\* members in France
- 1.6 million\* members in the UK
- Maximiles Spain launched in October 2007
- Maximiles Italy launched in December 2007
- 100,000 new members per month
- 110 Partners among the best brands in e-retailing
- Strong growth in each territory
- Continuous European development

\* As of 30/06/2007



We have the expertise and technology available  
to ensure **profitable customer relationships**



## Customer acquisition

Our partners benefit from our database of over 3.5 members as a route to acquire new customers.

**Our highly qualified database and data-mining** technology enables us to increase the return on your investment from your direct marketing campaigns.

**Our rewards currency can be employed** to promote cross-selling and up-selling marketing strategies, as well as generating new customers from excellent conversion rates and promotions via our database of online shoppers.

**We manage all aspects of the programme,** allowing for real-time issuance and redemption, customer and database management, as well as rewards provision, fulfilment and customers services.

## We deliver measurable ROI.

- Over 110 brands have joined the Maximiles and ipoints coalition programme as fully integrated partners.
- In France 10%\* of e-buyers are members of Maximiles.

\* 17million online buyers –source Mediametrie – Monitoring online activity.

Enter into the  
network **Maximiles**

Benefit from our communication tools: onsite promotion, advertising, newsletters, emails and expertise

Feature your best products in our rewards catalogue

Include products within our search engine

Target email campaigns to our highly qualified database of shoppers

Gather vital data with research questionnaires

Understand your customers through profiling and data mining

We can help you develop your business internationally

# Survey Sampling

Our offer :

- Panel incentivisation
- Panel recruitment
- Survey sampling

An access panel of 1.9 million opted-in members, with 950,000 available in France and 950,000 in the UK.

- Highly profiled data, representative of the population as a whole, available for sampling.
- Wide variety of selections available on our members, including demographics, lifestyle, region, interests, purchase history plus many more.
- Pre-qualification system via our ipoll technology.
- Members predominantly recruited from our online retail partners.
- Regular fresh sample, with 100,000 new members per month.
- Opportunities in Spain and Italy by Q2 2008.
- Other European countries available in 2008.

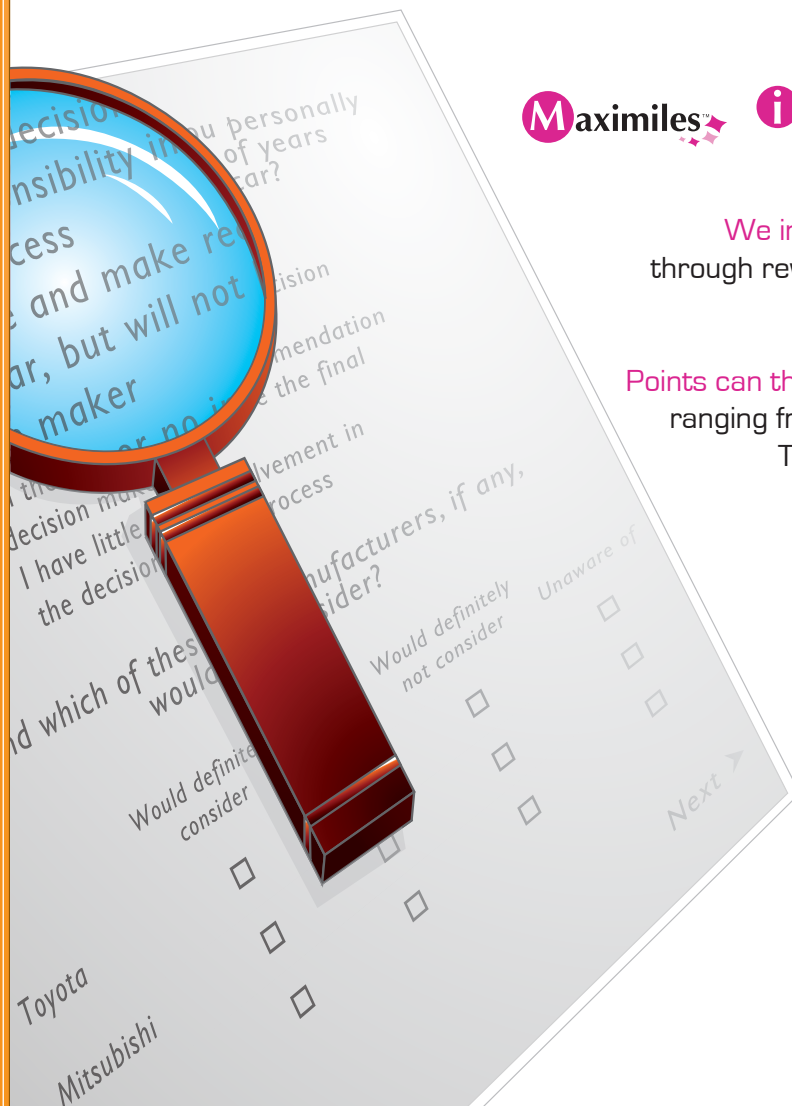
Incentivisation of panels through  
our points currency



We incentivise our members to complete online surveys through rewarding them with our online currency, ipoints (UK) and Maximiles (France, Spain, Italy).

Points can then be redeemed online for a wide selection of gifts, ranging from CD's and DVD's through to flights and holidays. This reward mechanism ensures that our members stay motivated and highly responsive.

We have the tools available to provide selections, which are either representative of the country as a whole, or a highly targeted, depending on your requirement.



# Survey Sampling

## Fees

We operate on a performance related basis, providing one of the most cost effective routes to generate response. Cost per completed sample depends upon the number of responses required, subject matter, the incidence rate and the length of the survey.

## Our experience

We have completed projects in many different areas, including :

- Polls
- Branding
- Media and Entertainment
- Fitness and leisure
- Health
- Food & drink
- FMCG

Example of an ipoll

A screenshot of a web-based poll interface. At the top, it says 'your next poll'. Below that, there's a section titled 'GfK-Poll TV Poll' with a sub-header 'Do you like shopping by?'. The poll questions are: 'Which way would you prefer to shop?', 'Do you really watching this report?', 'How you prefer your food?', and 'How many times have you seen it?'. There are radio buttons and checkboxes for each question. At the bottom, there are buttons for 'Vote now!' and 'View this poll'.

## Our guarantees

Quality and frequency control :

We provide fully opted-in, responsive consumers for your sample. Our members only receive a limited amount of surveys per year, to ensure that we don't use "professional survey completers".

Speed :

We can typically apply fast turnaround to any type of sample due to the size of our database.

Effectiveness :

Owing to the scale and depth of data that we have on our customers and the volume of members generated, we are able to complete a wide variety of projects.

ipolls :

we run "ipolls" or mini-surveys via our website home page. This allows us to pre-qualify our users for surveys and to gather niche information that is not readily available in the market place. This increases responses and maximises your ROI.

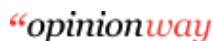
## Our technical partner



AreYouNet.com, our preferred partner, can undertake the scripting and hosting of your survey as well as collating all the responses and delivering full reports.

## Our clients

OMD, IFOP, GfK-NOP, Opinion Way, Zenith Optimedia, La Cegos, Panels&Media, OTX...





# Direct Marketing

Market your products and services  
directly to our highly-qualified database of members.

Maximiles / ipoints allows companies to market their products and services directly to their members in the UK, France, Spain and Italy.

## Our Members

Predominantly recruited through over 110 retail partners, our 3.5 million members represent some of the most active online shoppers and sophisticated web users. Our member base continues to rise at a rate of 100,000 every month.

Through sophisticated tracking and data mining, we can provide some of the most intuitive selections available to optimise your media brief. As well as basic demographics and lifestyle data we can provide purchasing history & intentions and category & product interests.




## Highly Targeted Campaigns

- ipolls (mini surveys) for data collection

Through our ipoll technology we can collect niche information for lead generation and DM campaigns.

- Data Services

We offer a full range of services to access our members and suit your needs

	ipoints UK	Maximiles France
 Opted-in Email	950,000	1,350,000
 Postal	850,000	1,500,000
 Online Advertising (banners, etc.)	2 million page views 1.6 million members	2.5 million page views 1.9 million members

\* As of 30/06/2007



- Telephone/Telemarketing

We can also access SMS, MMS and landline data.

- Multi-country campaigns:

Maximiles continues to expand across Europe, enabling you to run direct marketing campaigns simultaneously in several countries. France and UK are currently available, imminently followed by Spain, Italy and other European countries.



# Direct Marketing

## A comprehensive offering :

- Identify your objectives and requirements
- Select the most relevant members for optimum results
- Set up and broadcast the campaign
- Provide full reporting post-campaign

## Additional services:

- Creative studio (webdesign/webmarketing)
- Statistics (datamining: profiling/scoring)
- Technical support

## Our Clients

### Clients :

CNET, Optical Express,  
Experian, Dell, Air France, Unilever,  
France Télécom & L'Oréal...

### Advertising agencies :

Zenith Optimedia, Carat,  
Mediacom, OMD, Starcom,  
Ogilvy, Publicis, Fullsix,  
Havas & Euro RSCG...

### Brokers :

Mailtrack, eCircle, EDR,  
Come and Stay, Directinet,  
KDP Broking, Mediaprisme,  
IBase & PhoneValley...



## Our added values:

- Highly qualified database, with a full range of demographics, category interest and behavioural information
- Sophisticated statistical tools for datamining (profiling and scoring)
- Consistent cleaning and updating of our database to give you the best results
- Technology and expertise to deliver efficient and flexible campaigns with fast delivery.

## They trust us :





Providing **innovative technology** and **marketing solutions** for own-branded loyalty, motivation and incentive programmes.

## What we do

- Specialists in delivering eCRM & loyalty programmes for B2B, consumer, channel and employee relationships across Europe
- Operate the largest online coalition loyalty programmes in France (maximiles.com) and the UK (ipoints.co.uk)
- We will identify the best technology solution based on your requirements
- We can provide a full solution from design and build to ongoing management, tailored reward catalogues, product fulfilment and customer service management
- We can supply an own-branded email/multi-media platform to incorporate ongoing and ad hoc customer communications
- We provide internet-based MIS and reporting systems to assess results in real-time

We can provide you with the tools to attract and retain profitable customers.

We offer customisable reward and recognition solutions that deliver measurable results.

## Technology designed to suit you

Our technology solution provides functionality for seamless integration into current websites or development of standalone systems.



## We can offer:

- Wide variety of rewards and motivation programmes achieved through multiple currencies, vouchers, products, discount, points and rewards
- Automated accreditation and redemption processes
- Tailored design of reward catalogues for differing audiences to increase motivation
- Instant personalised offers – we can tailor messages based on customer activity to drive greater engagement
- Simple and easy-to-use administration systems
- Multi-media platform to send and receive messages via web, email, phone, SMS, MMS
- Full database management and hosting services

## We have a proven track record in delivering programmes for

- Customer loyalty programmes
- Channel & sales promotion incentives
- Sales incentive programmes
- Employee motivation programmes

## See our work



### Marketing Services and support

- We can design and build own-branded motivational, loyalty and reward programmes
- We can help develop both strategic and tactical campaigns to increase interaction and response
- We can provide a range of marketing tools to support the launch and ongoing management of your programme including website, welcome packs, rewards catalogue and loyalty card
- We can source and design rewards catalogues suited to your target audience covering a range of categories including travel, health & beauty, electronics, music and film, high street and electronic vouchers, and charitable donations
- Our customer services team can handle all fulfilment of all products and deal directly with any queries on your behalf.

## Motivation Awards 2006 - Best Staff Loyalty Programme

HCL PLC is one of the largest and fastest-growing specialist healthcare staffing businesses in the UK. This industry has traditionally seen very little loyalty with Healthcare staff signing up to many different agencies. ipoints developed VIPpoints as a means of addressing and recognising the status of locums, and highlighting their importance to the business by rewarding the amount of hours worked by their locum staff.

### Results

- 1st year target of 1,000 registered locums was exceeded by 73%
- Revenue targets have been exceeded by 4%
- Internal staff productivity increased by 40%
- Level of locum staff churn decreased by 9%



### They trust us :



## OFFICES:

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### PARIS

Maximiles S.A.  
3 rue d'Uzès  
75002 Paris - France

tél: 0033 (0)1 44 88 60 30

mail: [contact@maximiles.com](mailto:contact@maximiles.com)

[www.maximiles.com](http://www.maximiles.com)

### LONDON

ipoints / Maximiles UK  
Unit 2 Union Court Lofts  
20-22 Union Road  
London SW4 6JP

tel: 0044 (0) 207 819 2820

email: [uksales@maximiles.com](mailto:uksales@maximiles.com)

[www.ipoints.co.uk](http://www.ipoints.co.uk)

