

PRESS RELEASE

Ikano to deliver mobile loyalty with Incentivated

London, 5th July, 2012

Ikano Financial Services, one of the UK's leading retail credit and loyalty providers, has chosen [mobile marketing](#) and [technology specialist](#), Incentivated to create and deliver [mobile CRM](#) solutions for its loyalty clients as the company responds to observed behavioural shifts and seeks to integrate mobile at the core of its customer engagement activity.

To start with, Incentivated has built a white-label, cross-platform smartphone app and mobile site for its retail partners, to support its range of loyalty products and to help reduce loyalty scheme overheads.

In addition to enabling retailers' customers to register to a programme, the app will allow retailers to communicate offers and send vouchers straight to customers, using Incentivated's in-app messaging tool. The app includes a page showing the customer's loyalty card number and barcode, which can either be scanned or entered manually at the till, negating the need for plastic cards and reducing ongoing costs associated with card manufacture and distribution. Customers will also be able to check their balances and other account details within the app.

Originally part of the IKEA home furnishing group, Ikano provides and administers financial services (interest-free credit, 'buy now pay later' and so on) and customer loyalty schemes for some of the UK's largest retailers, such as Jaeger, New Look, Monsoon, DFS and Harvey's amongst many more.

Lindsey Ulanowsky, Head of Client Services & Marketing for Ikano; "Mobile will be a key retail channel for consumers in the coming years, and our new mobile CRM strategy will add value to our clients and their offer to consumers. We have partnered with Incentivated for the delivery of this strategy, as it's a recognised industry leader for mobile marketing."

Jonathan Bass, Managing Director, Incentivated, says: "Ikano has recognised the need for a



properly considered [mobile loyalty](#) solution in a sector that is accelerating rapidly in terms of customer adoption of mobile within their purchase path. We firmly believe that good mobile marketing is all-inclusive, and are delighted to implement a mobile solution for Ikano.”

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For further information:

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*****IMAGES AVAILABLE ON REQUEST*****

About Ikano

Ikano offer a unique financial partner service, with convenient products to inspire loyalty among even the most marketing-savvy consumers. Originally a part of the home furnishing company IKEA, during the 1970's Ikano activities involved managing real estate, financial services and insurances for the Swedish home furnishing brand. In 1988, Ikano became an independent group of companies, owned by the Kamprad family.

The Ikano Group today

Today the Ikano Group owns and develops competitive and profitable niche companies in the areas of finance, real estate, asset management, insurance and retail. Ikano's strength is distinguished by working together to create long-term solutions based on fair terms that brings value to our customers, partners and to ourselves. The Ikano Group operates in Europe and Asia. The Ikano Group head office is located in Luxembourg.

Our UK business is based in Nottingham and was established in 1994. Since then, we have experienced rapid growth in both our client and product portfolios. Ikano Financial Services Ltd is a member of the Finance and Leasing Association.

For more information, visit <http://www.ikano.net>.

About Incentivated

Incentivated (www.incentivated.com) is an independent technology company with 10 years' experience operating exclusively in the mobile marketing services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction (mCommerce) campaigns and services for mobile.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from enterprise messaging (SMS & MMS) through to mobile internet sites, to server-side software or handset applications, including web-apps, for 'smartphones' and feature-phones.

We also provide strategic, creative and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service.

Scan the QR code below to visit the Incentivated website optimised for your mobile phone.



No code reader? Text CODE to 62233 to link to a reader appropriate to your phone.