



ECRM GROUP Company Profile





THE GROUP

*We believe that there is huge potential value in the relationship between a company, their clients and stakeholders. We bring to light such value from data and leveraging digital rewards, enabled by linking **modern marketing & technology** skills. We innovate to be relevant, always-on and omnichannel. Technology, execution excellence and continuous improvement are our DNA. We deliver results. Beyond CRM. Beyond Loyalty. Beyond Rewards.*

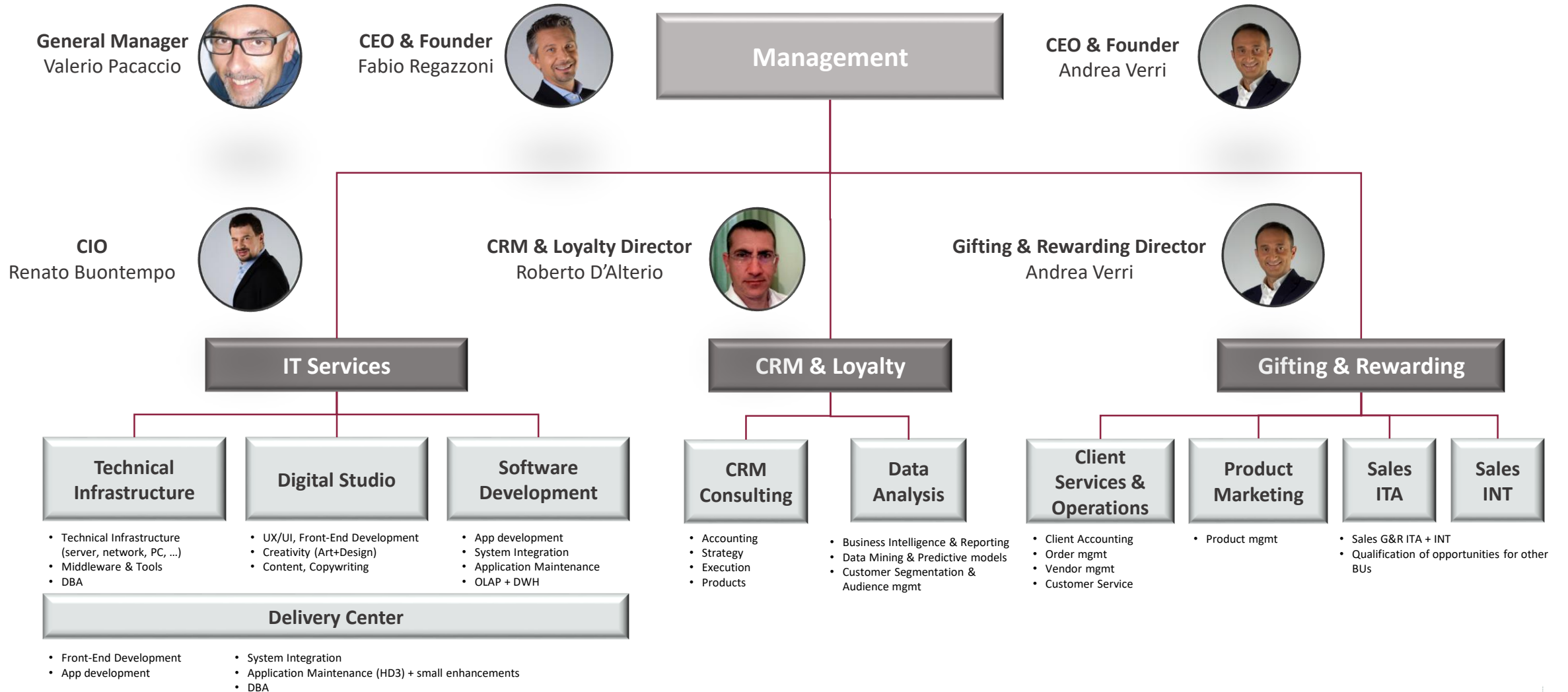
ECRM Italia was founded in 2000 with the goal of bringing digital innovation to CRM. Today we are a **Modern Marketing** company focused on bringing innovation to CRM, Customer Loyalty and Data Analysis. Our approach is **fully data-driven** and firmly anchored to a solid **technology backbone** to deliver unique projects and actionable results to our clients on **CRM Strategy, Execution and Products**.

Amilon was founded in 2007 being the pioneer of digital innovation in the Italian **gift cards** market. It provides consulting and digital rewarding solutions for **incentives, consumer promotions, customer loyalty and welfare programs**. With more than 45M€ of transacted vouchers in 2017 and 90+ affiliated brands, Amilon is the No. 1 player in Italy (1st reseller of Amazon vouchers in Italy), now active also in Spain with 20+ contracts and expanding in Europe.

Tickete is an Italian start-up focused on **mobile marketing**. Their solution collects purchasing data shown on any paper and digital receipt associating the **customer's social network profile with his instore purchasing behaviour**. The two sources data collection enable **enriched data models for behavioural analysis** as well as reaching the customer directly on his smartphone.

AESYS is an Italian company headquartered in Pescara (Abruzzo) and specialized in **system integration and digital development services**, mainly front-end and mobile. With more than 100 headcounts, 5M€ turnover in 2017 and 100% YoY growth vs. 2016 it is the ECRM Group partner for technology & operations since 2016, to expand our delivery capacity in a more stable, cost effective and near-shore region, in Italy.

ECRM GROUP ORGANIZATION



ECRM GROUP HEADCOUNT AS OF MARCH 2018

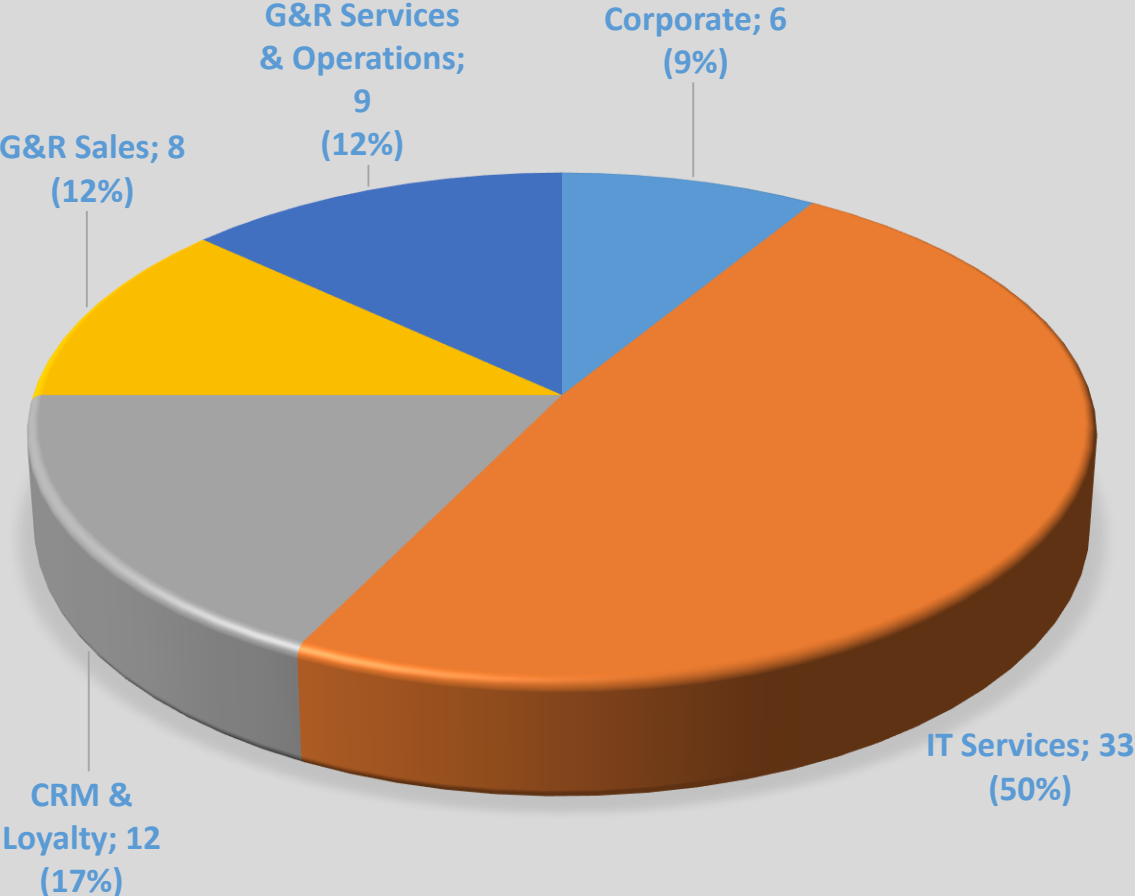
Revenues 2017

37.3M€

68

permanent
headcounts

65% Onsite (Milan)
35% Delivery Center (Pescara)



CRM & LOYALTY

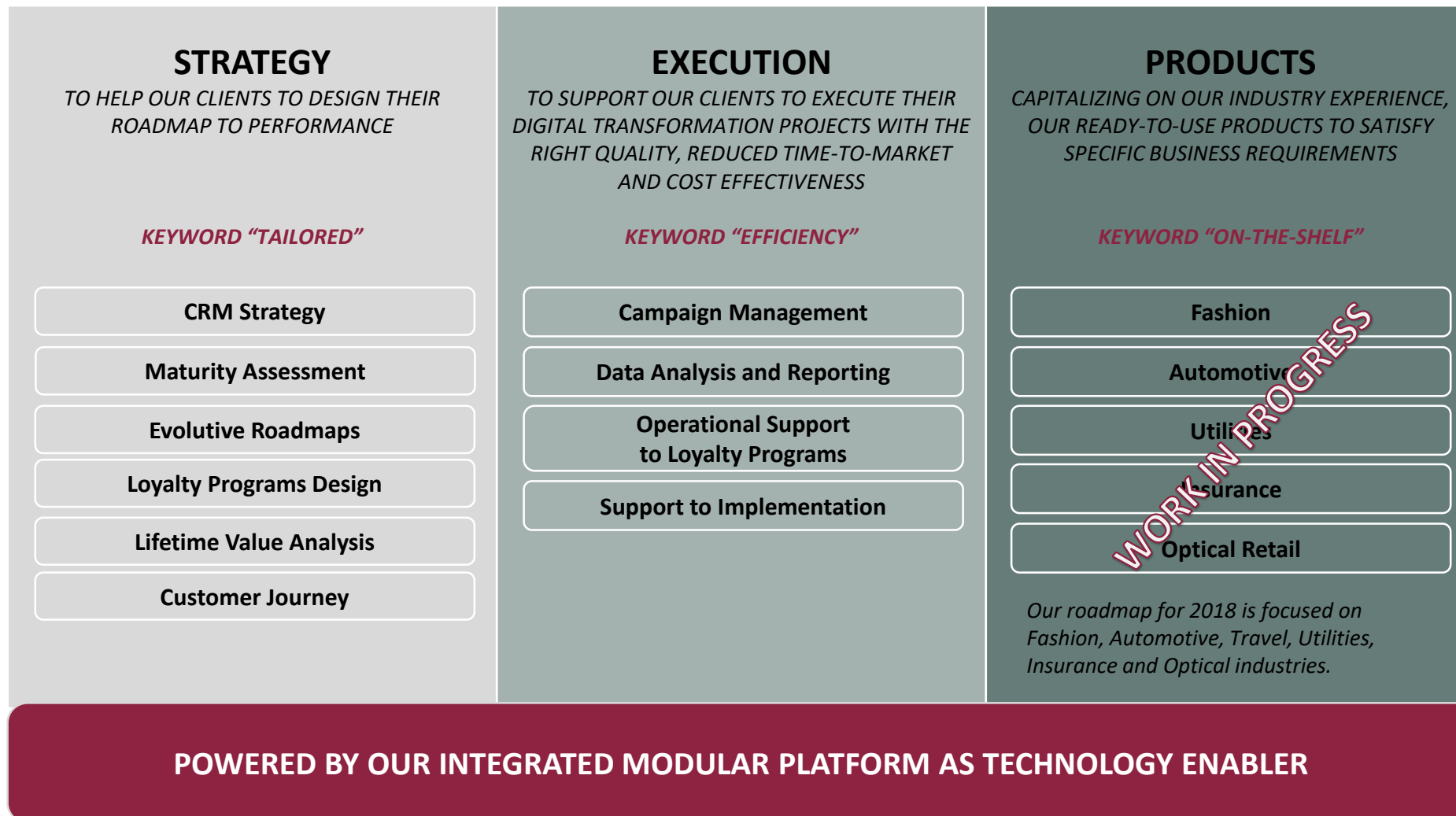
Redefine Relationship Marketing.

By creating actionable value from customer data.

WE HAVE 3 SERVICE LINES

We have 3 service lines: **Strategy** to support our clients to plan how to achieve their modern marketing goals, **Execution** to support their marketing operations in an industrialized way and, coming soon, a set of “on-the-shelf” **Products**, vertical by industry, ready to run in SaaS or on-premise.

We also offer a fully integrated software **Platform** that implements required CRM capabilities for end-to-end coverage or just required modules.



OUR MAIN ACTIVE CLIENTS



AUTOMOTIVE

Seat
Volkswagen



FASHION & LUXURY

Coccinelle
Estée Lauder
Guess Europe
Limonta
Swarovski



RETAIL

Bennet
Brico Center
Penny Market
Salmoiraghi & Viganò
Sephora



FINANCE

Agos
Nexi



CONSUMER GOODS

Campari
Heineken
Illy

DIGITAL REWARDS & GIFTING

Redefine relationships with stakeholders.

By creating value from digital rewards.



Amilon - Rewarding Innovation

We have been forerunners in 2007 re-inventing gift cards and making them digital: Amilon started a revolution in the rewards schemes introducing the “**real time rewards**”.

Amilon **products and solutions** have become the new benchmark for contests, incentives, loyalty and motivation schemes. Amilon wide offer of digital gift cards covers all Europe with **a large variety of international and local brands**: from petrol to food, from electronics to fashion, Amilon gift cards can be spent online and in store.

Amilon is a **processor** and a **reseller**, we enable retailers to develop their omnichannel gift card program and open them new sales channels.

Our **proprietary technology** is the state of the art in the rewards industry: our APIs can be **integrated with any third party** loyalty or incentive platform, enabling unique real time rewards mechanics.

PRODUCTS AND SOLUTIONS

for retailers



B2C channels



GCM - Gift Card Manager

The perfect product to manage a gift card program in store thanks to a flexible and versatile platform developed based on our solid competences and know-how.

Gift Card E-commerce module

Our solution that enables retailers to sell digital and physical gift cards on their corporate website or e-commerce: a new quick and smart channel

Giftiamo and Giftcardstore

Two well performing gift card ecommerce websites, a perfect sales channel to increase gift cards sales and develop tailored promotions



B2B channels



B2B sales network

Rely on our commercial network, a business booster with more than 1000 active clients all across Europe. We are a solid B2B player, leader in the digital gift card industry, with a dynamic and wide brand catalogue. We distribute digital gift cards in loyalty programs, employee incentives, consumer promotions, welfare and motivation schemes

PRODUCTS AND SOLUTIONS

for incentive, loyalty, promotion, welfare and motivation schemes



B2C
channels



B2B
channels



Idea Shopping

Idea Shopping is our rewards currency, the best product to incentivize, reward loyalty or motivate employees. Idea shopping e-codes can be spent in a wide catalogue of gift cards available in Italy and Spain

B2B Service Platform

It's our e-codes engine, thanks to the API system B2B Service integrates with any third party platform and enables them to distribute e-codes as a reward or as a gift

B2B
SERVICE



Job&Joy

Our award winning* turnkey rewarding platform is the quickest solution to reward employees and sales agents. Easy to set-up, mobile responsive, completely customizable

* Best technology initiative in Prepaid – Prepaid Expo, Milano 2016

Some of our merchants

A wide range of popular and international brands that covers all Europe





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