

Business update

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SIX Multi Solutions launches Mobile Coupon

Special offers via mobile phone

March 2010 sees the launch of Mobile Coupon, an innovative mobile marketing service, by SIX Multi Solutions. It was developed specially for merchants who want a quick and easy way of sending promotions such as discounts or special offers via text message straight to their customers' mobile phones. The customers can then redeem these electronic coupons at the merchant's store using the existing payment terminals. Media Markt, the leading home electronics outlet in Switzerland, is already using the service – with compelling success.

Nearly 95 percent of the Swiss population own a mobile phone. This makes it possible for modern companies to boost footfall and sales in their stores by sending attractive offers such as discounts or special promotions via text message to their customers' mobiles. With the new product Mobile Coupon, text-message coupon campaigns can now be implemented easily and without the need for extra technical equipment – from the creation and the redemption of the coupons to the evaluation of the campaign's effectiveness.

Mobile Coupons are identical in principle to the usual cut-out paper coupons – apart from being quicker and needing no cutting out. Customers receive discount or promotional vouchers on their phone, save them there and redeem them at the ep2 payment terminal in the relevant store. Gone are the days when paper coupons lay around and had to be manually processed and booked.

Managing campaigns simply online

Mobile Coupon campaigns are managed by the merchants themselves using a web-based campaign tool. There they can be created within a few minutes, sent via text message and evaluated at the merchant's convenience. This makes Mobile Coupon an extremely flexible, fast and event-related marketing tool. The merchant decides himself from what date and for whom an offer is valid, and how long or how often each coupon can be redeemed.

Media Markt, the leading home electronics merchant in Switzerland, has already introduced this new, innovative service by SIX Multi Solutions. Since June 2009 customers of Media Markt have been able to register for the NichtblödClub via text message or online, and then receive Mobile Coupons with special offers directly to their mobile phone. To benefit from the special offers, customers simply redeem the Coupons in-store at the checkout using the payment terminals. These promotions have allowed Media Markt to boost sales and footfall noticeably with lower costs – and both can clearly be attributed to the Mobile Coupon campaigns.

Higher margin due to lower advertising costs

Realizing how simple to integrate and flexible in use Mobile Coupon was, not to mention the measurable high marketing ROI, was what convinced Zeljko Turina, Media Markt's Chief Financial Officer: "In Basel and Pratteln we have already conducted 30 Mobile Coupon campaigns. Our evaluations have shown that we have 50 percent lower advertising costs for the same sales-boosting impact. Thanks to the Mobile-Coupon campaigns, we have even been able to increase total sales by roughly 2 percent with a response rate of up to 70 percent. The lower cost of the campaign effectively resulted in higher earnings."

SIX Multi Solutions strives to keep developing new, attractive solutions for their customers. "Innovation is one of the cornerstones of our corporate strategy," says Don Nguyen-Quang, Head of Marketing & Corporate Services at SIX Multipay. "With this goal in mind, we are constantly working on products and solutions that support our customers in their business success."

For queries and further information on Mobile Coupon:

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About SIX Multi Solutions AG, Zürich

SIX Multi Solutions develops future-looking value-added services in the area of Mobile Commerce and customer loyalty. Mobile Voucher allows call credit for prepaid mobile phones to be purchased at payment terminals and ATMs. With Mobile Coupon, discounts and special offers that can be redeemed at payment terminals can be sent directly to customers' mobile phones. A further product is the electronic GiftCard, the modern alternative to the conventional gift voucher.

About SIX Multipay AG, Zürich

SIX Multipay is the leading acquiring company in Switzerland. As a marketing and sales organization, SIX Multipay signs contracts with merchants for the acceptance of cashless means of payment. With the credit cards Visa, MasterCard, Diners Club, Discover and JCB, the debit cards V Pay, Visa Electron and Maestro, and the value function CASH, SIX Multipay offers an intelligent solution for any purchase amount. The company also makes possible automatic currency conversions at the point of sale (Dynamic Currency Conversion), and markets the value-added services developed by SIX Multi Solutions, Mobile Voucher, Mobile Coupon and GiftCard. The company has around 180 employees.

SIX Multipay is a SIX Group Ltd company. SIX Group offers top-quality services around the world in the fields of securities trading and settlement, financial information and payment transactions.

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