

SHOP SCAN SAVE® powers more savings, for more people, in more stores

Submitted by: XL Communications

Wednesday, 10 April 2013

- Expands portfolio of quality branded products on offer to consumers
- App based savings club doubles membership in first months of 2013 to 70,000
- Drives consumer engagement across local retail with up to 70% penetration

10th April 2013. SHOP SCAN SAVE® (<http://www.shops cansave.co.uk/>), the UK's first free smartphone-based savings club, is changing the way retailers, brands and consumers support and engage with one another.

Since the start of 2013, SHOP SCAN SAVE® has become increasingly popular, leaping from 35,000 to 70,000 members who are actively saving via the app. In March alone more than 2,500 new stores joined in with the scheme, helping SHOP SCAN SAVE® members save on a host of popular, branded goods.

The premise is simple; users download the free app to either their iOS or Android smartphone or tablet device, register, and receive regular offers on a range of popular goods. These offers can then be redeemed in more than 25,000 participating stores with PayPoint, including the Co-operative, Costcutter, Martin McColls, Nisa, One Stop, Premier, and Spar, as well as thousands of independent shops.

Claes Kockum, Commercial Director of Mobilize Systems, the company that created SHOP SCAN SAVE® says:

“The Co-operative is one example of a retailer that has really embraced the possibilities of the scheme, training staff to use the app. They quickly recognised not only the savings it brings to customers, but the loyalty that it also creates to its stores.”

“Our process is notably quicker, cheaper and more secure than the traditional paper discount coupon cycle - from distribution through to redemption and validation to retailer re-imburement – every step is now digitised,” added Kockum.

For SHOP SCAN SAVE® members, this means no more purses or wallets stuffed with coupons, no more leaving them at home, just a single scan of their SHOP SCAN SAVE® ID and all their relevant offers are instantly redeemed, giving them exclusive savings on products from major participating brands including Arla, Bacardi, Bavaria Beers, Danone, Heinz and P&G.

“We are really starting to see significant engagement from our members and real appreciation from brand and retail partners for what we are achieving,” says Kockum. “The great news is the scheme now becomes self-fulfilling. More brand partners and members mean we can deliver a broader and richer selection of offers, redemption rates increase and we can really begin to provide targeted, personalised offers to help drive consumption and distribution in local retail outlets.”

The SHOP SCAN SAVE® app is free to download now from Google Play (<https://play.google.com/store/apps/details?id=com.mobilize.shops cansave>) and the Apple iTunes App Store (<https://itunes.apple.com/gb/app/shop-scan-save/id414469540?ls=1&mt=8>).

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For more information about SHOP SCAN SAVE® visit www.shops cansave.co.uk

About Mobilize Systems

Mobilize Systems (Mobilize) is a marketing innovation partner helping brands and retailers to engage with their customers via mobile, driving growth in loyalty, marketing effectiveness, revenue and profitability. Incorporated in 2002, Mobilize created with Sainsbury's at Jacksons the first mobile savings club – SHOP SCAN SAVE® - now available in over 25,000 UK & Ireland outlets with PayPoint.

Mobilize works with leading international FMCG's such as Arla Foods, Bacardi, Danone, Heinz, Bavaria Beers and Procter & Gamble and with leading retailers such as GO Outdoors. Any retailer can set up Mobilize's patented platform to work as a free-standing mobile CRM engine or alongside an existing loyalty scheme. www.mobilize-systems.com

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