



With smartphones and tablets driving the digital revolution in retail, **Javelin Group** and **Paythru** have combined their expertise to offer **Ignite**, a new m-Commerce proposition for contextual mobile marketing and payments.

In short, **Ignite** delivers the right message, to the right customers, in the right place, at the right time.

Ignite is a unique platform for contextual mobile marketing and payments, which integrates proven technologies in geo-location, message optimisation and mobile payment to deliver much higher ROI than traditional promotional methods:

- Typical achieved click-through rates of 25-30%
- Typical overall redemption rate of 6-10%
- 40x more effective than traditional (search-based) mobile advertising
- 200x more effective than web-based marketing for brick and mortar stores

Ignite is suitable for shopping centre owners, town centre managers, travel hub operators, event destinations and many others. For example, a shopping centre owner can use **Ignite** to engage customers:

- At home or work (before they shop)
- In the vicinity or catchment area (of a shopping centre)
- At a store entrance or near a store (within the shopping centre)
- In-store (within the shopping centre)

IGNITE MOBILE COMMERCE

Ignite combines technology and expertise from Paythru and Javelin Group:

- **Paythru:** m-Commerce payment and marketing platform that turns a consumer's mobile device into a personal, mobile point-of-sale (POS) payments device
- **Javelin Group:** Europe's leading specialist omni-channel consulting firm providing analytic support to optimise the tool



IGNITE KEY FEATURES The platform combines five key features to deliver a comprehensive market leading solution:



1 PRECISE GEO-LOCATION

- Precise real-time geo-location enables location-based messaging at home, in shopping centre, near store, in store etc.
- Runs in background with little battery drain (proprietary technology)



2 OPTIMISE CUSTOMER TARGETING

- Sophisticated optimisation engine targets messages by demographics, customer segment, past behaviour, stated preferences, time period and location



3 MOBILE PAYMENT

- m-Commerce payment platform facilitating any form of payment (cards, vouchers, coupons, bank transfers, cash, wallets)
- Integrates with 1D/2D barcode scanning to enable mobile checkout
- Provides full integration to POS + options for less sophisticated till systems (e.g. bar/QR codes)



4 CUSTOM FRONT-END

- Can be stand-alone app or integrated with existing app/s, white label for any brand/s
- Ongoing R&D investment ensures the Paythru platform evolves with the market and remains relevant and up-to-date



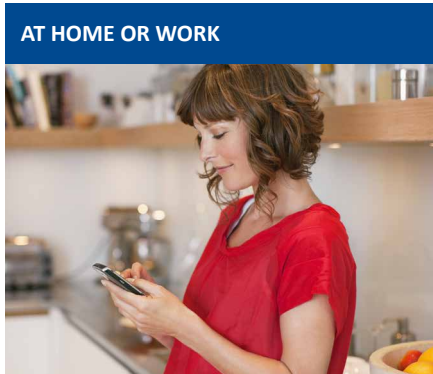
5 EASY-TO-USE DASHBOARD

- Host can (a) manage all promotions, (b) observe trails (e.g. click-throughs, redemptions etc.) and (c) optimise future promotions

Ignite delivers the right message, to the right customers, in the right place, at the right time.

Using customer preferences and demographics, past behaviours, and precise, real-time geo-location data, **Ignite** sends highly targeted messages to customers.

Some examples are shown below:



AT HOME OR WORK

Example message (at home):

“Hello Robyn. It’s going to be hot today: here are the barbecue deals in your nearest store...”

Based on past behaviour (such as a recent purchase), the customer may receive a triggered message on a Saturday morning before a typical shopping trip...

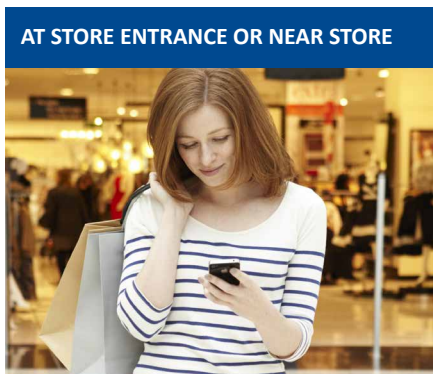


IN VICINITY OR CATCHMENT AREA

Example message (close to competitor store):

“Hello Marco. Shop with us in the next 10 minutes and get 30% off your purchase...”

Based on location (close to a competitor store) and time, the customer may receive a triggered message to drive traffic to a neighbouring store...

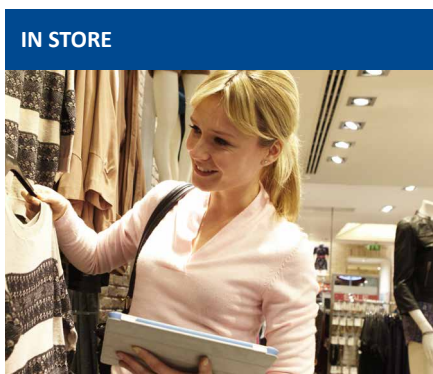


AT STORE ENTRANCE OR NEAR STORE

Example message (near retail store):

“Hello Emma. Drop in today for £10 off any pair of shoes...”

Based on location (near a specific store) and past behaviour, the customer may receive a triggered welcome message highlighting relevant in-store promotions...



IN STORE

Example message (in store in womenswear):

“Hello Becky. Spend £50 or more on womenswear by 2pm and get a free £10 voucher...”

Based on location (a specific department), the customer may receive a triggered upsell or cross-department offer message to help build baskets and mobile checkout...

IGNITE EXAMPLES

Examples of promotional messages and mobile screens using Ignite:

