

UNITED STATES

TOTAL CARD DESIGNS OBSERVED **604**

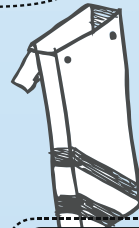
VISITED **144** unique merchant brands

WOW CARDS



MERCHANT TYPES

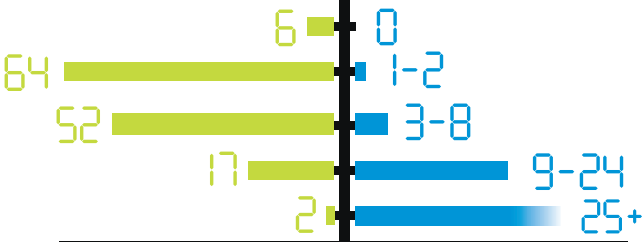
- DEPARTMENT STORES
- DISCOUNT RETAILERS
- GAS
- MUSIC / VIDEO / ELECTRONICS
- OFFICE SUPPLIES
- CASUAL & QSR RESTAURANTS
- HOME IMPROVEMENT
- WAREHOUSE STORES
- DRUG / HEALTH / BEAUTY
- SPORTING GOODS
- MOVIE THEATRES
- BOOKSTORE



FAST PACK 10, 20, 50 packs
TOY SLED WITH A DOG
robotic technology
RECORD YOUR OWN MESSAGE IN A SANTA VOICE

MERCHANTS

CARD DESIGNS



MANY HAVE A FEW, AND A FEW HAVE MANY.

*** A CROWD PLEASER** 59.4% of consumers wanted to receive gift cards
80.6% of consumers planned to purchase gift cards in 2012

NOTABLE PACKAGING & ACCESSORIES

Gift Card Boxes	\$1.99
Teddy Bear Gift Card Holder	\$2.48
Gift Bags with Tissue Paper	\$1.99
Box with Extra Beauty Item (oil & lipbalm)	\$5.00
Metal Box	\$2.50
Pillowpack Box	\$1.99
Carrier Made of Jean Fabric	NC
Enamel Pill Box	\$14.00
Purse with Zipper	NC
Compact Mirror	\$5.00
Coin Purse	NC
Cowboy Boot Carrier	NC



CARD CONSTRUCTION

PERCENT OF TOTAL

	'10	'11	'12	'13	2013 Total Units	% growth since 2010
Standard 4/1 PVC	25%	63%	63%	67%	405	42
Foil (full face or spot)	9	10	10	10	61	1
Matte (full face or spot)	8	9	5	6	37	-2
Pearl	7	7	4	1	7	-6
Raised Surface Texture	6	2	3	4	24	-2
Die Cut	NA	NA	3	1	9	1
Paper (solid or overlay)	1	4	3	3	20	2
Glitter	NA	NA	2	3	17	3
Lenticular	17	4	2	1	9	-16
Clear Card	1	2	2	1	8	0
WOW (toys, coins, foam)	14	7	2	1	6	-13
Wood / Flocked / Scented	11	3	1	1	1	-10



INTEGRATION+

A new & growing trend: GIFT CARD + LOYALTY INTEGRATION
1 CARD: collects points + conveys payment
8 BRANDS OBSERVED WITH INTEGRATED PROGRAMS IN 2013

AVERAGE PRICE RANGE PER GIFT CARD PACKAGING/CARRIER

\$1.99 \$5.00

MAJORITY RULES

97% of all card loads were made on plastic cards in 2012

GIFT CARD MALLS

10 2011 NUMBER OF MERCHANTS WITH 3RD PARTY MALLS
14 2012 NUMBER OF MERCHANTS WITH 3RD PARTY MALLS
21 2013 NUMBER OF MERCHANTS WITH 3RD PARTY MALLS

* BIG MONEY: \$100 billion loaded onto merchant branded closed loop gift cards in 2012.

