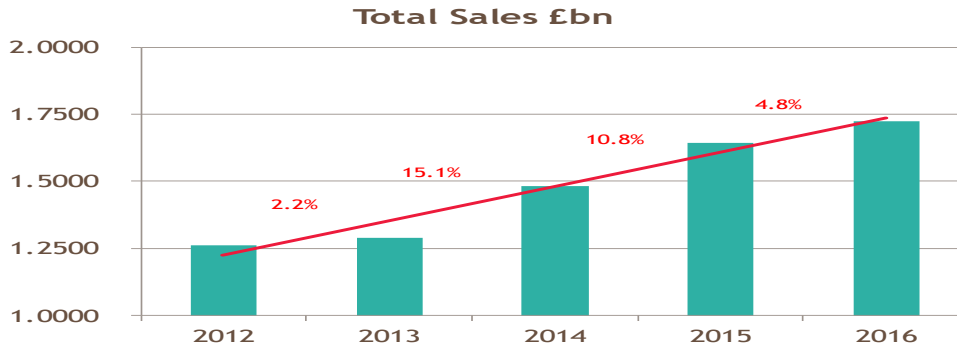


## Gift Cards & Vouchers in the UK – H2 & Total summary 2016

H2 2016 - 25 Contributors - £1,237,428,00 + 1.63% Growth TOTAL 2016 5.06% Growth

- Industry growth – Top Level
  - 2016 Total = **Overall growth of 5.06%**
  - H2 2016 Consumer Growth of 0.47%
    - GCM = 8%
    - On Line = 7%
    - Third Party = 6%
    - Store = 79%
  - H2 2016 B2B Growth of 3.07%
    - On Line = 4%
    - Direct = 96%



Total sales for ALL Current members

- B2B V's B2C
  - B2B sales represent 51% of all sales in 2016 – H2 2016



- Paper V's Plastic V's Digital TOTAL YOY – Digital data captured from 2012 only.
  - As the market adopts more digital and plastic, paper vouchers has declined by 17.10% in H2 2016
  - 32.92% Growth in Digital
  - H2 2016 Digital makes up over 10% of retail volume and 6.5% of the total sales.

