

Accentiv' Kadéos to launch the first European gift card in the luxury segment

Accentiv' Kadéos, the Accor Services' rewards and motivation unit, has realized the first European gift card in the luxury segment. Gucci – one of the world's leading luxury brands – is to benefit the card, which will be developed in six European countries.



Building on the success of the Gucci gift card in Japan and the United States, Accentiv' Kadéos is now targeting Gucci customers in Europe with a gift card that can be used to purchase any item in the brand's wide array of collections.

Rolled out simultaneously in France, Italy, Germany, Spain, the United Kingdom and Switzerland, the Gucci prepaid gift card can be purchased and used in all the European Gucci stores. Displaying the Gucci logo, the

card has been adapted to the specificities of each market and is denominated in the local currency – euro, pounds or Swiss francs.

Accentiv' Kadéos, thanks to its proved skills in designing and managing gift card programs, has developed all key phases of the project and is also responsible for operational processes, including:

- Consulting services for the functional design of the gift cards.
- Manufacture and adaptation of the different versions of the European card.
- Development and operation of the transaction system in order to secure card use.
- Management and monitoring of customer transactions effected with the cards.

Users of the Gucci gift card can view their balance on a dedicated website: www.giftcardeurope.gucci.com. Accentiv' Kadéos and Gucci are together exploring new functions that may be developed for the card.

Accentiv' Kadéos, an Accor Services subsidiary, is the leading issuer of gift vouchers and cards. It serves companies through:

- The design and management of loyalty programs and incentive campaigns.
- A comprehensive portfolio of rewards, including gift vouchers and cards, as well as incentive gifts and travel.

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