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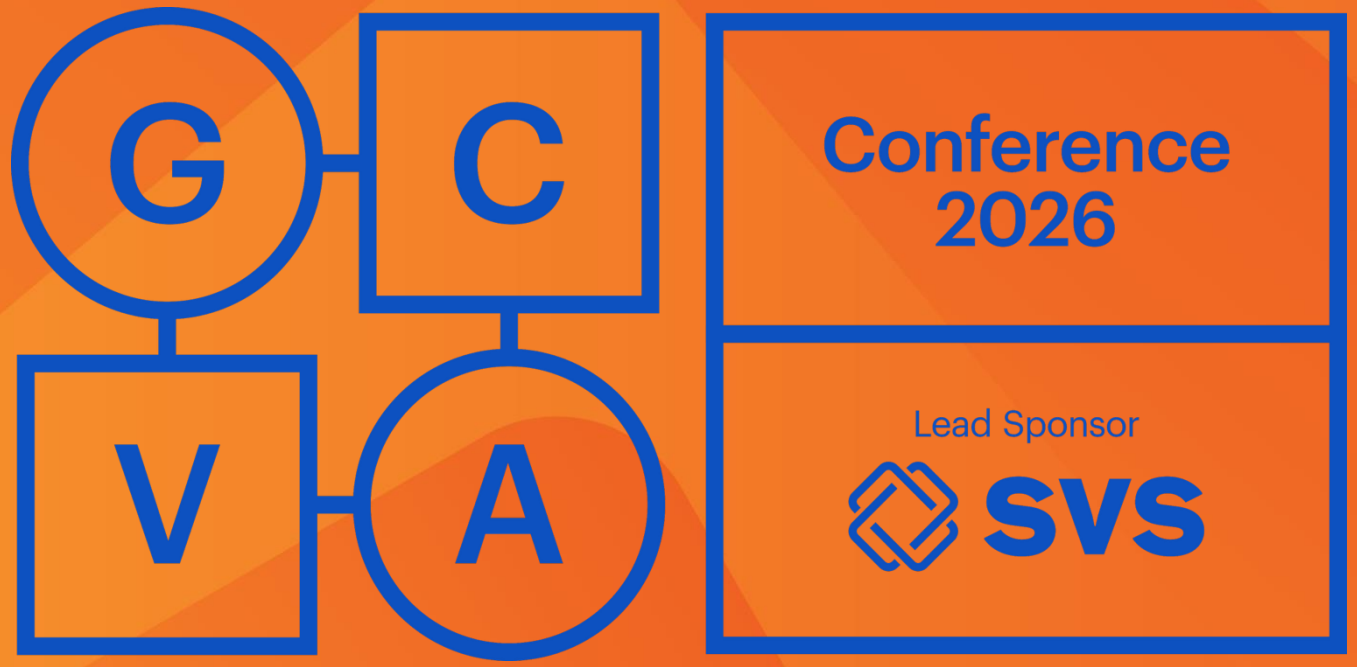
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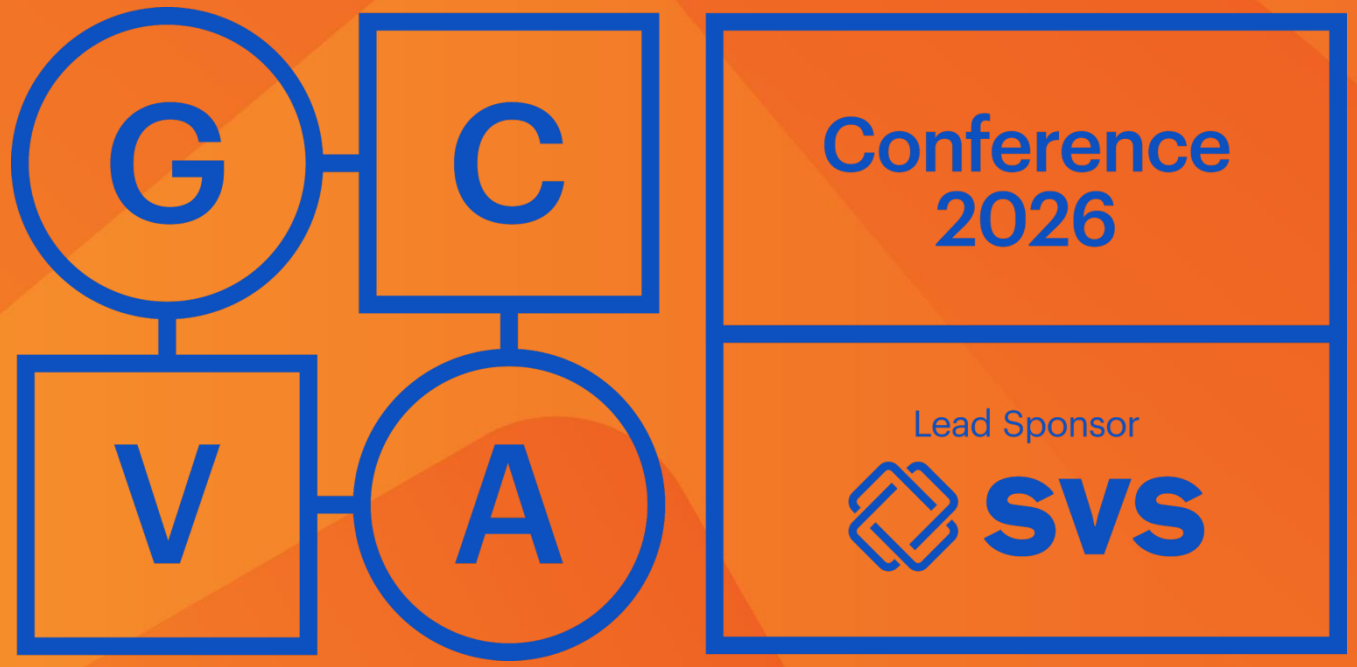
Rob Freedman

VP of UK & EMEA Strategic Partnerships

Runa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B2B Innovation Pitches

Understanding Risks and Benefits of New Programmes and Use Cases

Eric Thiegs

Head of Strategy & Growth,
NeoCurrency

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POLL TIME!

B2B Innovation Pitches

Understanding Risks and Benefits of New Programmes and Use Cases

Eric Thiegs

Head of Strategy & Growth,
NeoCurrency

GCVA Conference 2026
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B2B Gift Card Innovation

New program pitches

Eric Thiegs

Head of Strategy & Growth | NeoCurrency

2026 GCVA Conference | Wednesday, March 4

How do you evaluate new, non-traditional B2B programs?

1998

1998

BLOCKBUSTER®

1998

BLOCKBUSTER®

carlson

1998

BLOCKBUSTER®

→ carlson → VISA®

1998

BLOCKBUSTER®

carlson → VISA → Bank of America

1998

BLOCKBUSTER®

carlson → VISA → Bank of America →

$2 - 5 million

BLOCKBUSTER

1998

BLOCKBUSTER®

carlson

VISA®

Bank of America

$2 - 5 million

BLOCKBUSTER

Debit card
5 times / mo

1998

BLOCKBUSTER®

carlson

VISA®

Bank of America

$2 - 5 million

BLOCKBUSTER

Debit card
5 times / mo

BLOCKBUSTER®

Who the heck are you???

7

B2B gift card programs

7 *innovative* B2B gift card programs

- **Inventive**
- **Tech-forward**
- **Advanced utility**
- **New sales**
- **IP**

- **Risk?**
- **Distribution?**
- **Cost?**
- **Complexity?**
- **Resistance?**

7 innovative B2B gift card programs

You will evaluate using **4** lenses

7 innovative B2B gift card programs

You will evaluate using **4** lenses

1) REPUTATION

Is the program good for my brand?

7 innovative B2B gift card programs

You will evaluate using **4** lenses

2) FRAUD

What is the fraud risk?

7 innovative B2B gift card programs

You will evaluate using **4** lenses

3) SALES

Will program drive new sales/profitability?

7 innovative B2B gift card programs

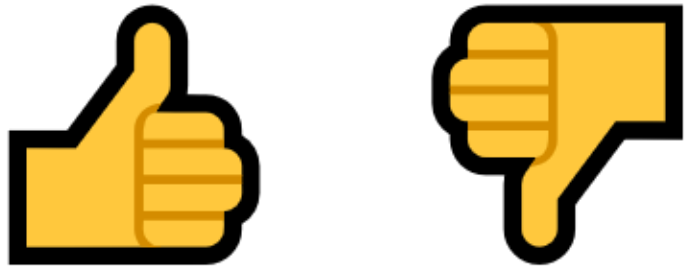
You will evaluate using **4** lenses

4) FAMILIARITY

Is there anything in the pitch I recognize?

You will then vote…

1. Yes, I’m interested - let’s go!!
2. Leaning Yes
3. Maybe, need more info
4. Leaning No
5. No, absolutely not!!

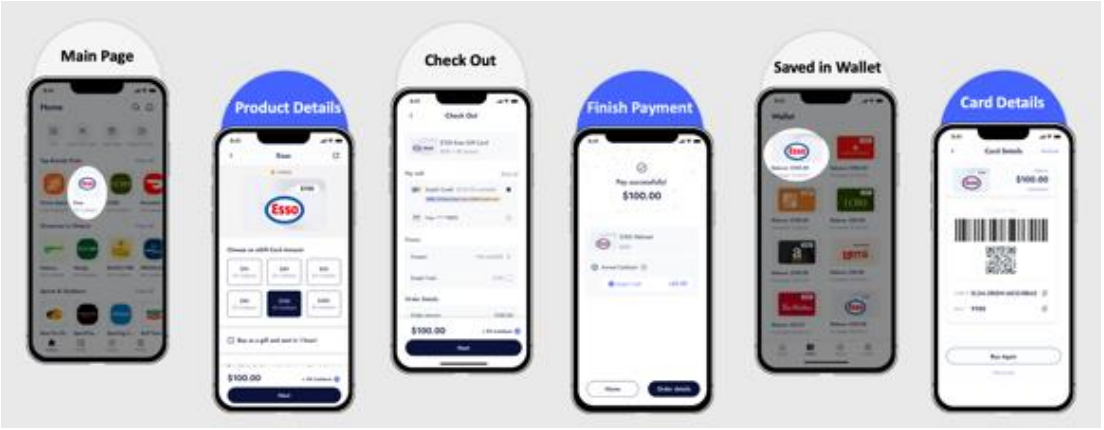


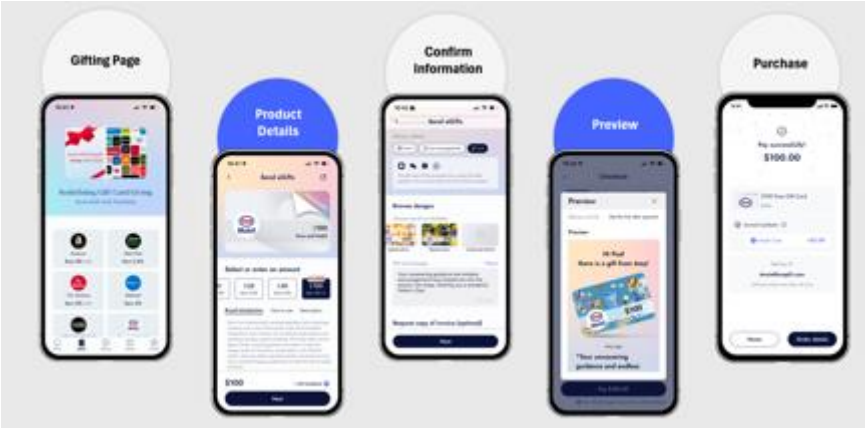
Let’s get into the pitches...

#1: **Snaplii** | Digital Wallet Shopping

Elevator: Digital wallet that's an affiliate of SnapPay - #1 AliPay payment gateway in North America.

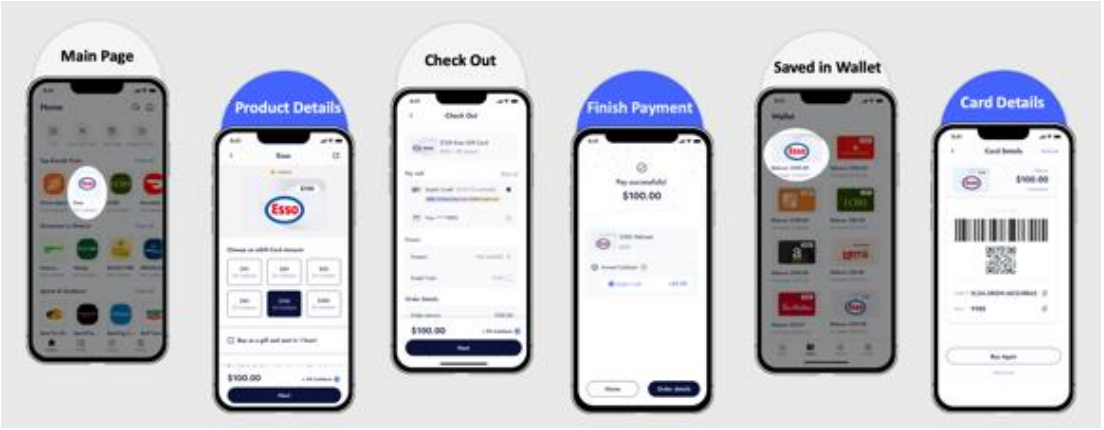
Aims to revolutionize the Canadian payment industry and change how Canadians make payments and purchase gift cards.

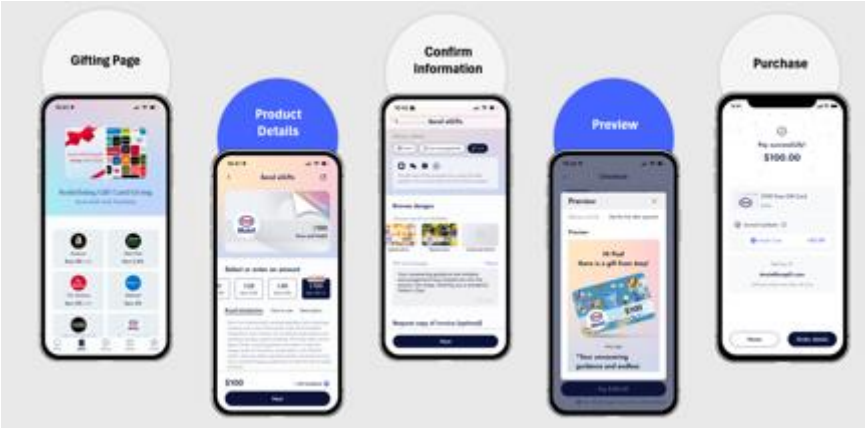




#1: **Snaplii** | Digital Wallet Shopping

- **HQ:** Toronto, Canada
- **Audience:** Canada, soon US
- **Form Factor:** Digital
- **Discount to Consumer:** No
- **Fraud Control:** Member spend is tracked within the app
- **Benefits:** Expanding global APAC digital audience reach, esp. with AliPay users (1.3 billion) visiting Canada and US





Let’s vote!

Theme: *Int’l payment apps + B2C marketplace*

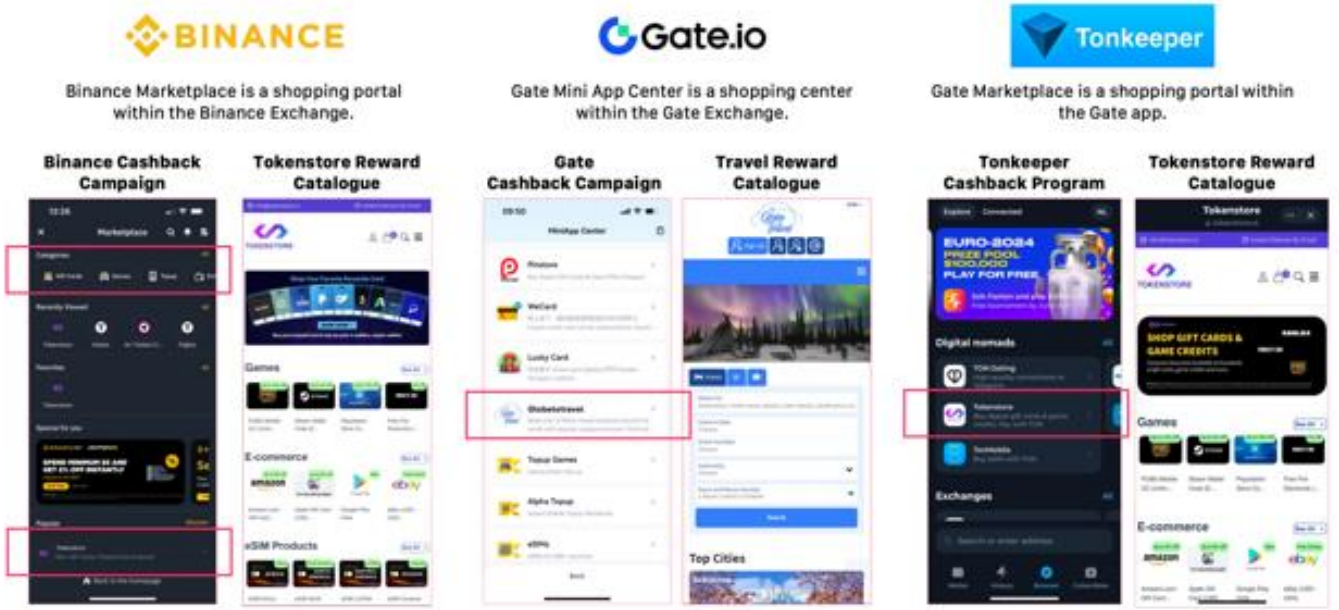
1. Yes, I’m interested - let’s go!!
2. Leaning Yes
3. Maybe, need more info
4. Leaning No
5. No, absolutely not!!

#2: **Tokenstore** (Everfigures) | Cypto

TOKENSTORE

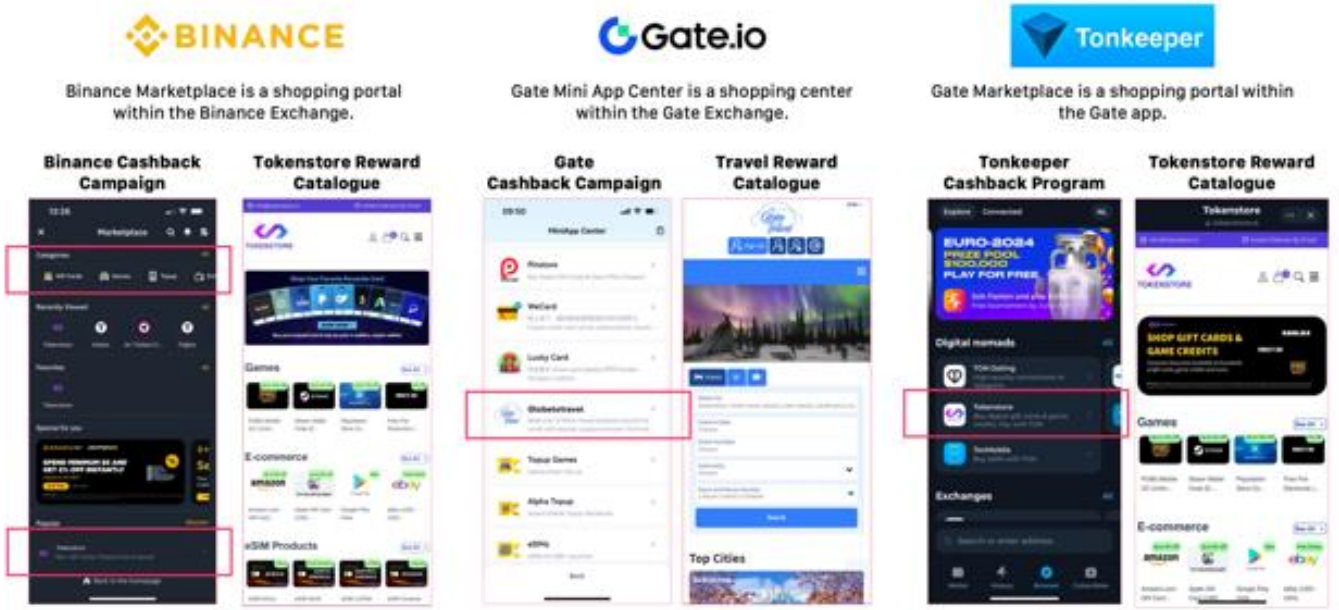
Elevator: Tokenstore acts as a bridge between global retail and cryptocurrencies, allowing users to purchase digital, stored value, and gaming products using crypto.

The largest partner platform is Binance.



#2: **Tokenstore** (Everfigures) | Cypto

- **HQ:** Netherlands
- **Audience:** Global
- **Form Factor:** Digital
- **Discount to Consumer:** No
- **Benefits:** Exposure to B2C marketplace + B2B reward experiences within crypto exchanges and apps such as Binance (237 million users), Gate.io, Tonkeeper...



Let’s vote!

Theme: *Crypto off ramps*

TOKENSTORE

1. Yes, I’m interested - let’s go!!
2. Leaning Yes
3. Maybe, need more info
4. Leaning No
5. No, absolutely not!!

#3: **I&I** | Print-on-Demand Gift Card Kiosk

Elevator: Ideas & Innovation's (I&I) patented technology enables consumers to purchase print-on-demand gift cards from self-serve kiosks in locations such as airports, malls, and other small-footprint areas.

#3: **I&I** | Print-on-Demand Gift Card Kiosk

- **HQ:** Texas, USA
- **Audience:** Pilot program ~30 kiosks in five US states in 2026
- **Form Factor:** Digital to Physical
- **Discount to Consumer:** No
- **Benefits:** Eliminates image fraud and printing cost/waste (security + eco-friendly), adds greenfield gift card sales, and has the operational support of traditional players in the marketplace, i.e. eGifter, InComm, Fiserv

Let’s vote!

Theme: *New 3rd Party/Retail Distributors*

1. Yes, I’m interested - let’s go!!
2. Leaning Yes
3. Maybe, need more info
4. Leaning No
5. No, absolutely not!!

#4: **Winwalk** | Fitness App

Elevator: Winwalk is a free pedometer app that rewards users with a global catalog of gift cards (based on user location) for walking, tracking steps, distance, and calories without requiring GPS.

Users download the app, which rewards 1 coin per 100 steps, capped at 10,000 steps daily.

#4: **Winwalk** | Fitness App

- **HQ:** Seoul, South Korea
- **Audience:** 5 million users
- **Form Factor:** Digital
- **Discount to Consumer:** No
- **Benefits:**
  - Instant Motivation: Offers a tangible, "real-world" reward that encourages users to reach a 10,000-step daily goal
  - Immediate Gratification: Rewards delivered instantly in the app upon redemption—no waiting days for processing
  - Financial Incentive: Provides a way to offset small daily costs or "treat yourself" at popular retailers like Amazon, Walmart, and Tesco for activities you already do
  - Low Barrier to Entry: No intensive personal data are required to start earning, making it a low-risk way to get paid for walking

Let’s vote!

Theme: *Tech-based Health & Wellness*

1. Yes, I’m interested - let’s go!!
2. Leaning Yes
3. Maybe, need more info
4. Leaning No
5. No, absolutely not!!

#5: **Retail Alliance Foundation** | Coalition

Elevator: Non-profit coalition of retailers reshaping the industry to bring gift cards on-chain to combat fraud, enhance loyalty, drive innovation and value.

Foundation members champion the adoption of SmartCard technology, revolutionizing consumer and brand engagement and empowering retailers / brands to control their programs, data, and customer relationships, eliminating intermediary dependence.

#5: **Retail Alliance Foundation** | Coalition

- **HQ:** Grand Cayman, Caribbean
- **Audience:** Brands and consumers
- **Form Factor:** Digital
- **Discount to Consumer:** N/A
- **Benefits:** Coalition-based merchant model allowing brands to harness the security of blockchain to enhance their gift card program. Foundation is financially backed by Raise.

Let’s vote!

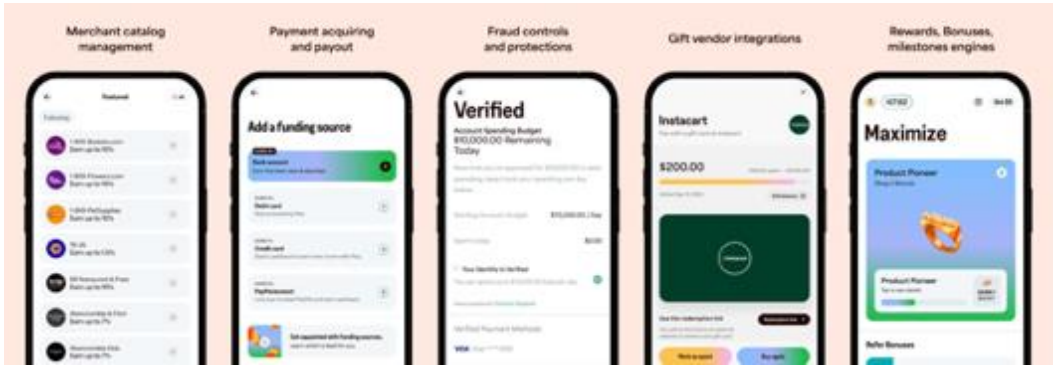
Theme: *Blockchain capabilities*

1. Yes, I’m interested - let’s go!!
2. Leaning Yes
3. Maybe, need more info
4. Leaning No
5. No, absolutely not!!

#6: **Fluz** | B2B2C Rebates

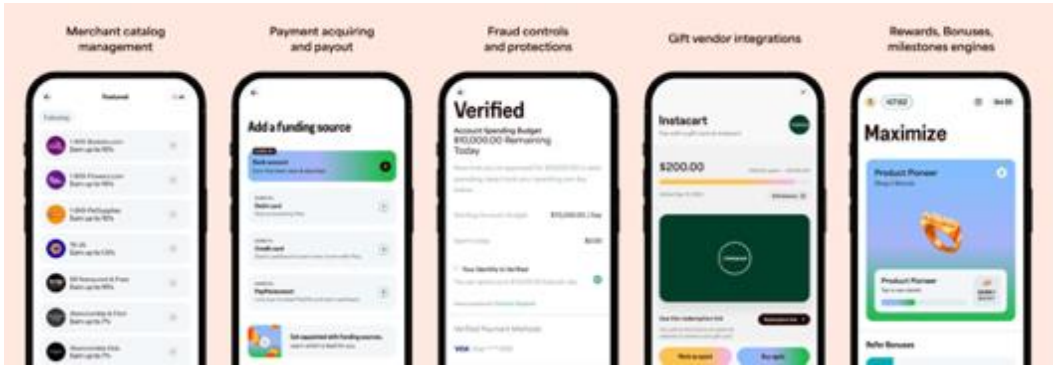
Elevator: The Fluz app is a rewards program that allows users to earn cashback and cash rewards on their purchases. It offers cashback deals as users browse through the app's offers.

Fluz also includes a virtual payment system (Fluz Pay) that allows users to spend their earned rewards at select merchants.



#6: **Fluz** | B2B2C Rebates

- **HQ:** NYC, NY
- **Audience:** Consumers
- **Form Factor:** Digital
- **Discount to Consumer:** No
- **Benefits:** Consumer wallet with B2C and B2B sales opportunities, featuring InfoSec, KYB, KYC, and compliance features



Let’s vote!

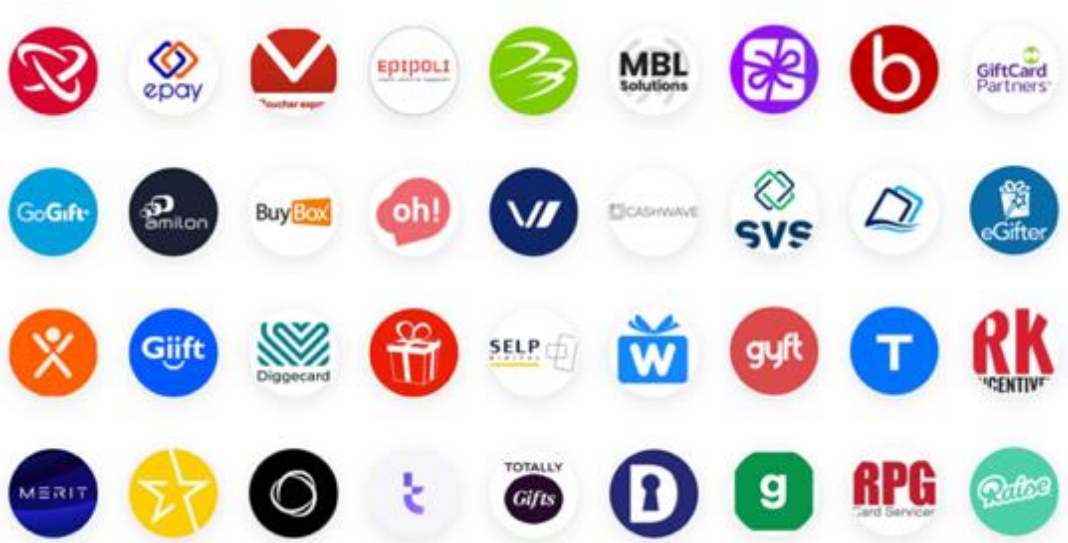
Theme: *B2B2C Shopper Rebate Programs*

1. Yes, I’m interested - let’s go!!
2. Leaning Yes
3. Maybe, need more info
4. Leaning No
5. No, absolutely not!!

#7: **B2B Aggregators** | Resellers

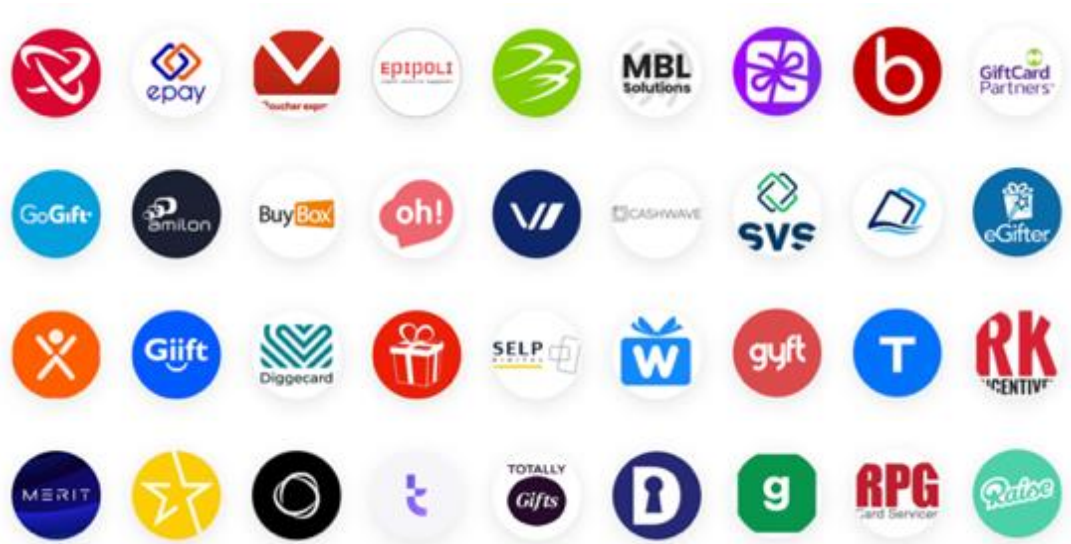
Elevator: B2B gift card API providers who help sell and distribute a brand's gift card to thousands of B2B programs across loyalty, employee, market research, fintech, and other business incentive verticals.

There are 40+ global gift card aggregators operating, many in here at the GCVA Conference.



#7: **B2B Aggregators** | Resellers

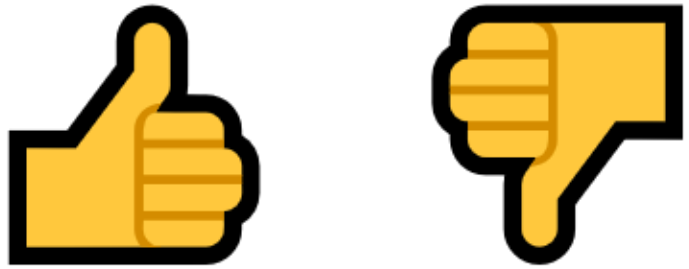
- **HQ:** Global
- **Audience:** Global
- **Form Factor:** Digital mostly
- **Discount to Consumer:** Sub-program dependent
- **Benefits:** Ability to reach B2B buyers and programs more efficiently and quickly through a network of partner aggregators



Let’s vote!

Theme: *Aggregators*

1. Yes, I’m interested - let’s go!!
2. Leaning Yes
3. Maybe, need more info
4. Leaning No
5. No, absolutely not!!



Thank You & Questions

Eric Thiegs

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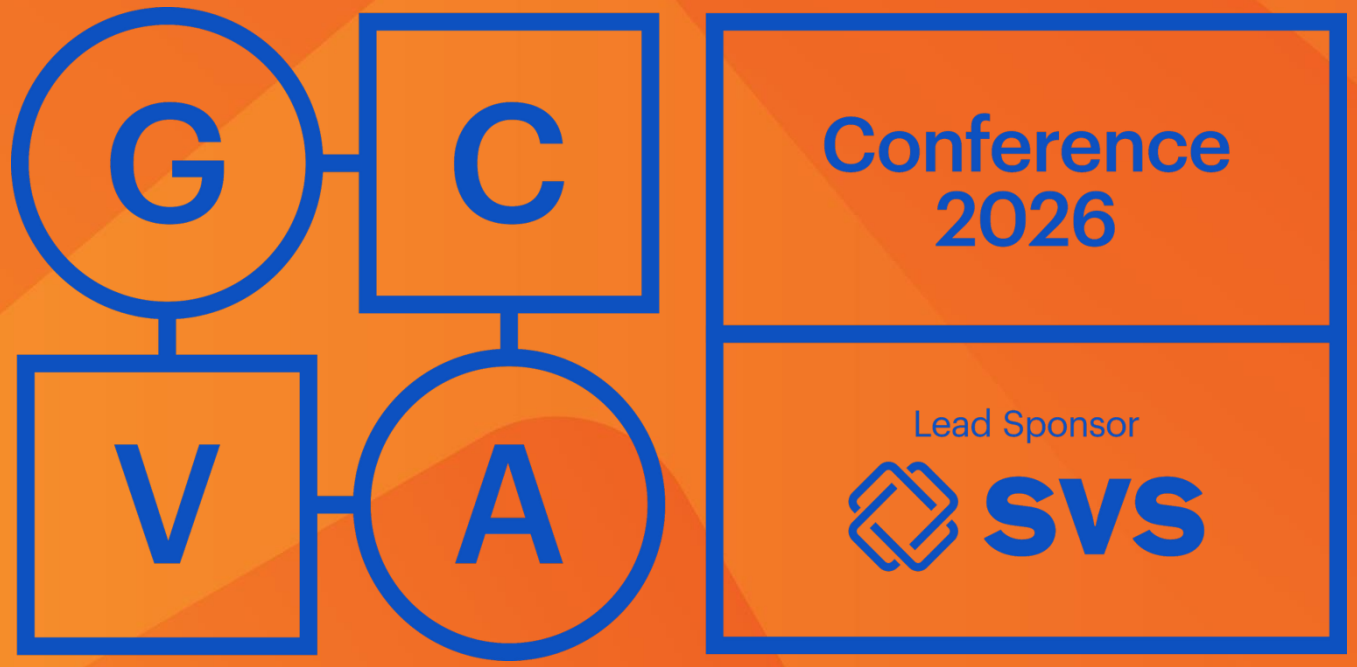
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The Human Side of Gift Cards: Gender, Culture & What the Data Tells Us

In association with WiiN
WOMEN IN INCENTIVES NETWORK

Hannah Shimko
Managing Director
GCVA

Marie Trivino
Founder & CEO
MGC Europe

Katie Cannon
Chief Brand Partnerships Officer
Tillo

Sarah Chrimes
Senior Account Manager
SVS

Andre Johnstone
Fractional Marketing Director
Freelance

Who Are Gift Card Buyers And What Do They Buy?

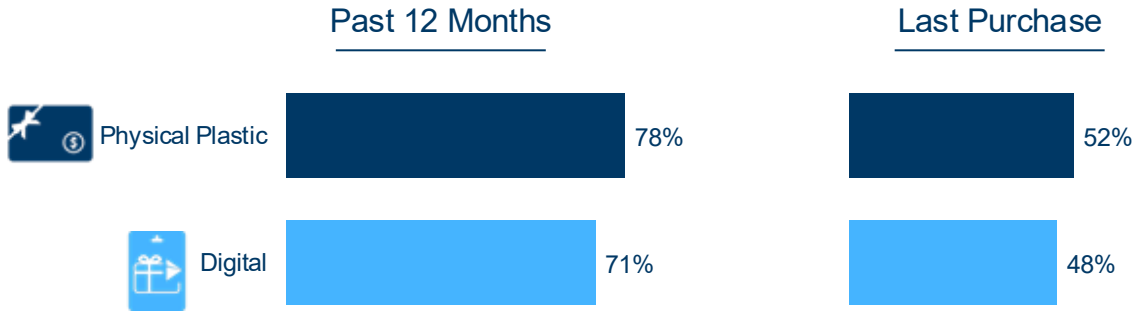
UK gift card buyers are typically Gen X females who are highly engaged in social media; physical plastic cards are slightly more preferred than digital cards, but both are widely purchased

Gift Card Purchases

9 Avg. #
Plastic/Physical & Digital Cards in Past Yr.

£43.99^ GPB
Avg. Card Value
Note: $59.19 US

Types of Gift Card Purchased

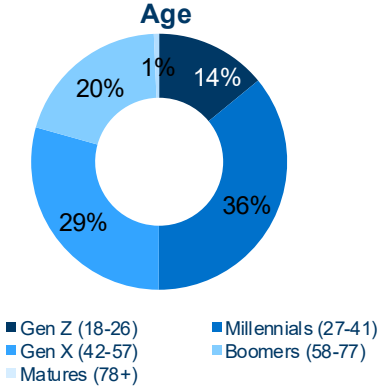


Demographics

Indexed to UK population estimates

£53,178
mean household income

Age



45.6
Average Age
(Gen X)

55%
Female

45%
Have children

Weekly Social Media Use

- 73% WhatsApp
- 71% Facebook
- 67% YouTube
- 57% Instagram

Base: UK Consumers (n=1500)
^Base: Total Answering (base varies by gift card type)
Q1/Q2/Q7/Q7b^/Q9/Q15/D4/D7
Indexing: Green shading indicates over-index and red shading indicates under-index | See Appendix for additional notes on indexing (income estimates unavailable)

How Are Buyers Using Social Media and Mobile Technologies?

While only some UK consumers use social media to help them choose gift cards, most are comfortable using technology like their mobile wallet to pay for purchases

85% Use mobile wallet

Sources Used to Choose Gift Cards

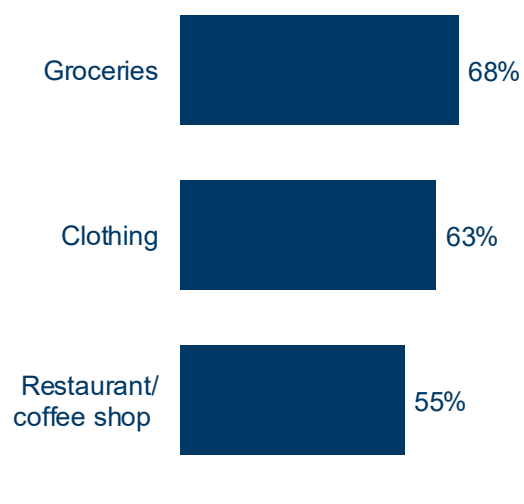
- 20% Facebook
- 19% Instagram
- 17% YouTube

18% saw ads to purchase gift cards on social media

61% Very comfortable with technology for paying for purchases

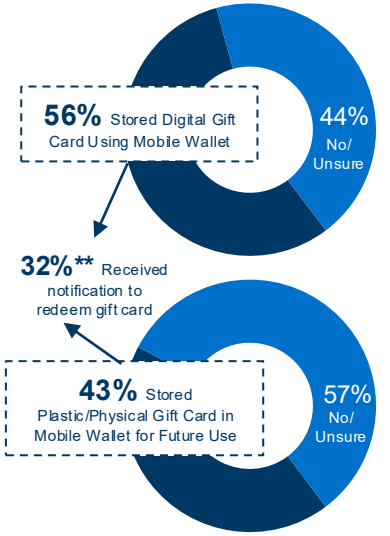
33 mean # apps on phone

Top Most Wallet of Purchases^



Stored Card^

Use Mobile Wallet App (n=1,276)



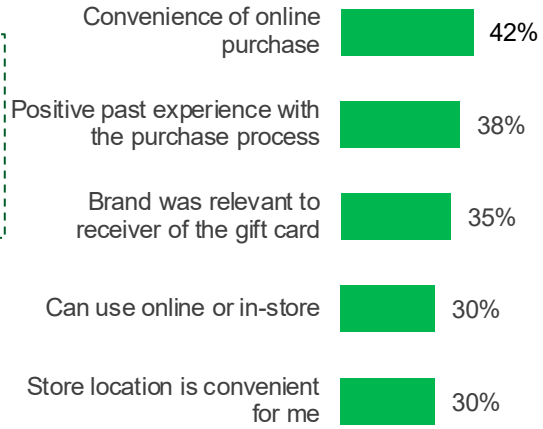
Base: UK Consumers (n=1500)
Q16/Q18a/Q19/Q20/Q21
^Base: Use Mobile Wallet App (n=1,276)
Q22/Q23/Q24 What types of purchases do you make using mobile wallet apps?
**Base: Stored plastic/physical or digital gift card in mobile wallet
Q25a. Do you recall receiving any push notifications reminding you to redeem any gift cards stored in your mobile wallet?

What Motivates Buyers?

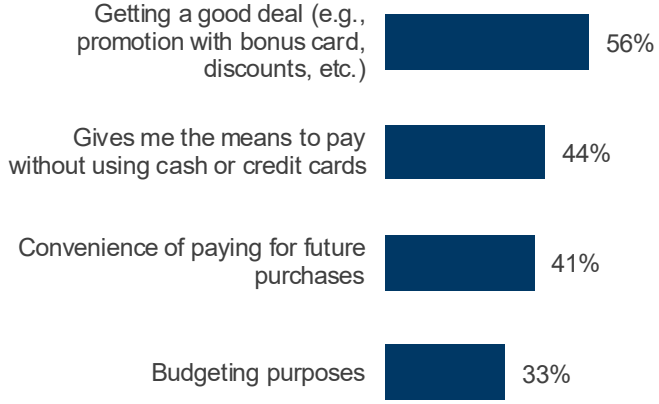
While convenience and ease are the top drivers of gift card purchasing, familiarity and affinity for brand/retailer are also important

69%*
purchased multiple gift cards from same location

Top Reasons**

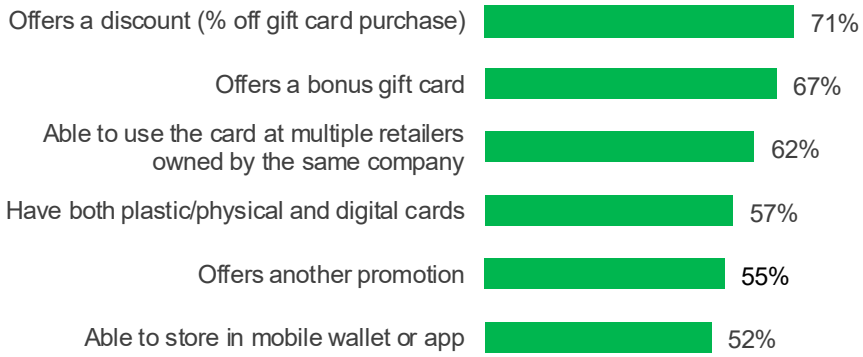


Self Gifting Motivations^



Top Drivers of Selecting Gift Cards^^
(Extremely/Very Important)

Top Appealing Options
(Extremely/Very Appealing)



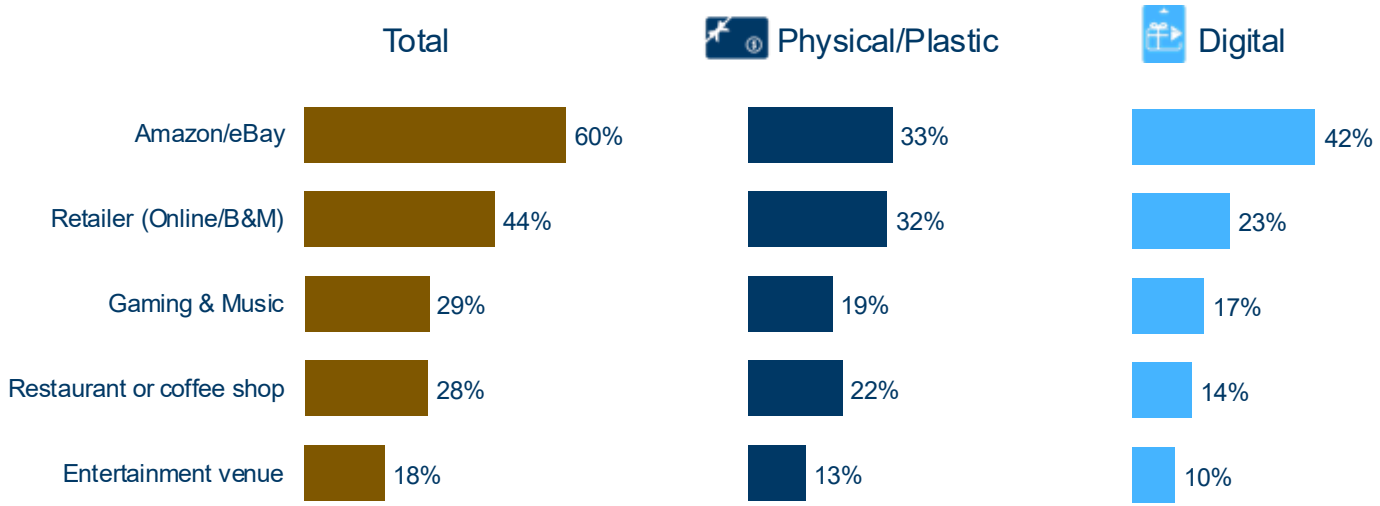
Top Driver When Receiving Gift Cards^^^
(Extremely/Very Important)

Base: UK Consumers (n=1500) Q14; *Base: Purchased more than one gift card in past 12 months (n=1288) Q12a; **Base: Purchased more than one gift card from same location (n=888) Q12b; ^Base: Purchased gift card for myself (n=518) Q28; ^^Base: Purchased a gift card other than a multi-purpose card (n=1487) Q12; ^^^Base: Received gift card in past 12 months (n=668) Q13

Which Cards Being Purchased And For What Occasions?

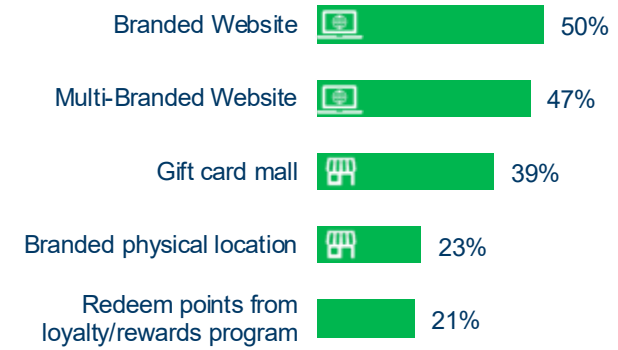
Online gift card purchases are most prevalent in the UK, with Amazon and eBay serving as the primary platforms, driven mainly by birthday celebrations and end-of-year holidays, though recipients occasionally purchase cards for their own use

Merchants Purchased From



35%
Purchased Gift Card for Self

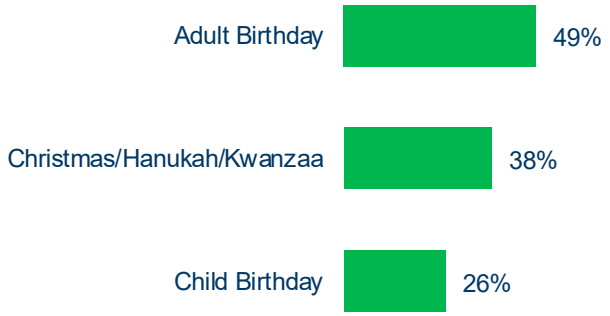
Where Purchased Cards



Online (Net) **76%**

In-Person (Net) **55%**

Top Occasions Purchased



Base: UK Consumers (n=1500)
^Q7/Q7a/Q8a/Q8b/Q7c

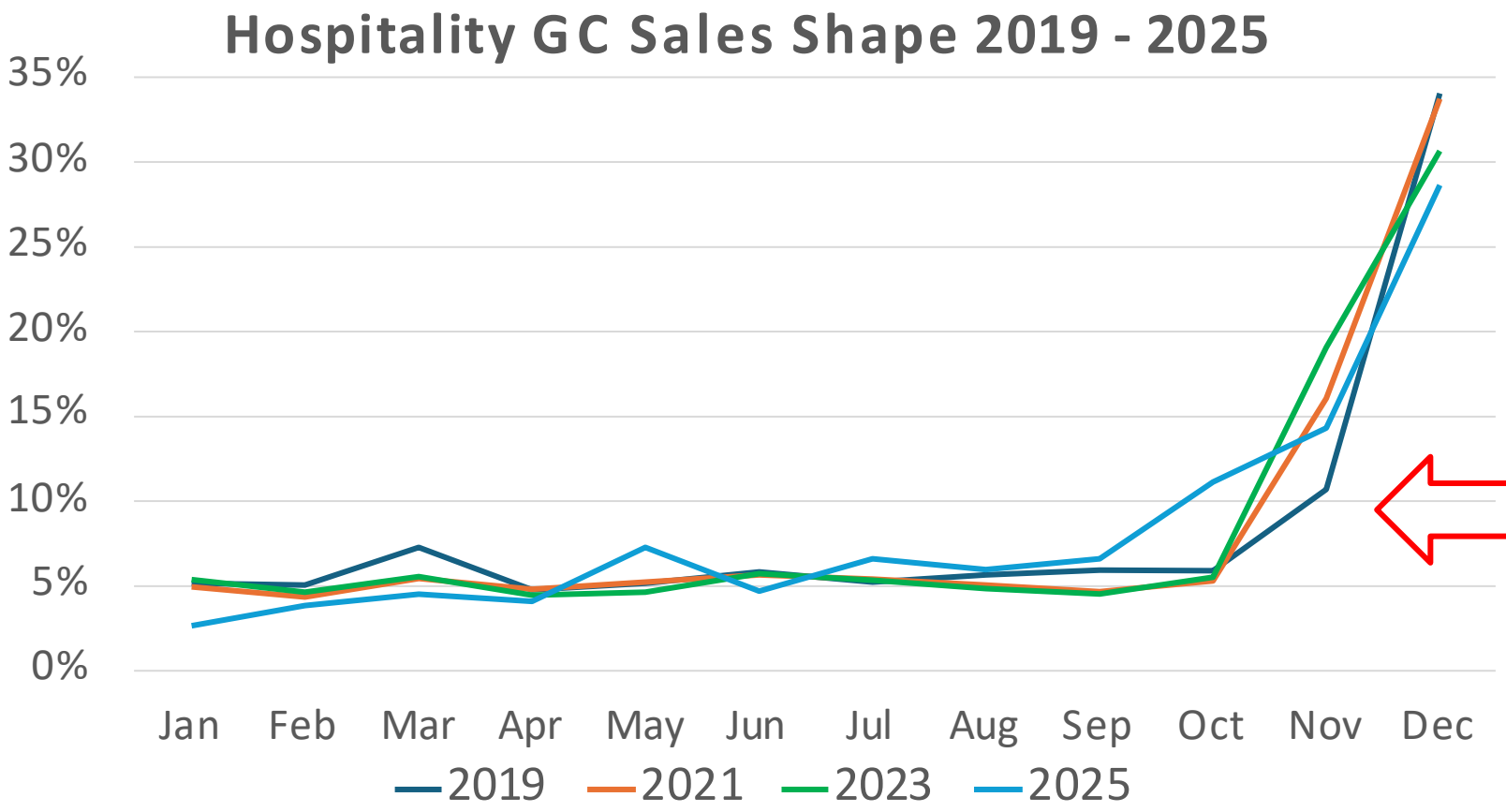
How does the meaning of gifting differ across markets ? Let’s look on some global market and analyse them

Culture adaptation and local trends, really impact behaviour towards gift card, both from an offering and a demand point of view.

The size of the flag represent the size of the market

GIFT CARD SALES 2019 – 2025

The shape of the year has stayed fairly static
Q4 (Oct-Dec_ remains the most important time of year.



	2019	2021	2023	2025
Q4	51%	55%	55%	54%

Black Friday has gotten earlier in the last few years

Data: Sample of Hospitality Business – Andre Johnstone data - Mar 26.

https://www.linkedin.com/in/andrejohnstone/

The Human Side of Gift Cards: Gender, Culture & What the Data Tells Us

In association with WiiN
WOMEN IN INCENTIVES NETWORK

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Managing Director
GCVA

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Chief Brand Partnerships Officer
Tillo

Sarah Chrimes
Senior Account Manager
SVS

Andre Johnstone
Fractional Marketing Director
Freelance

LUNCH & NETWORKING

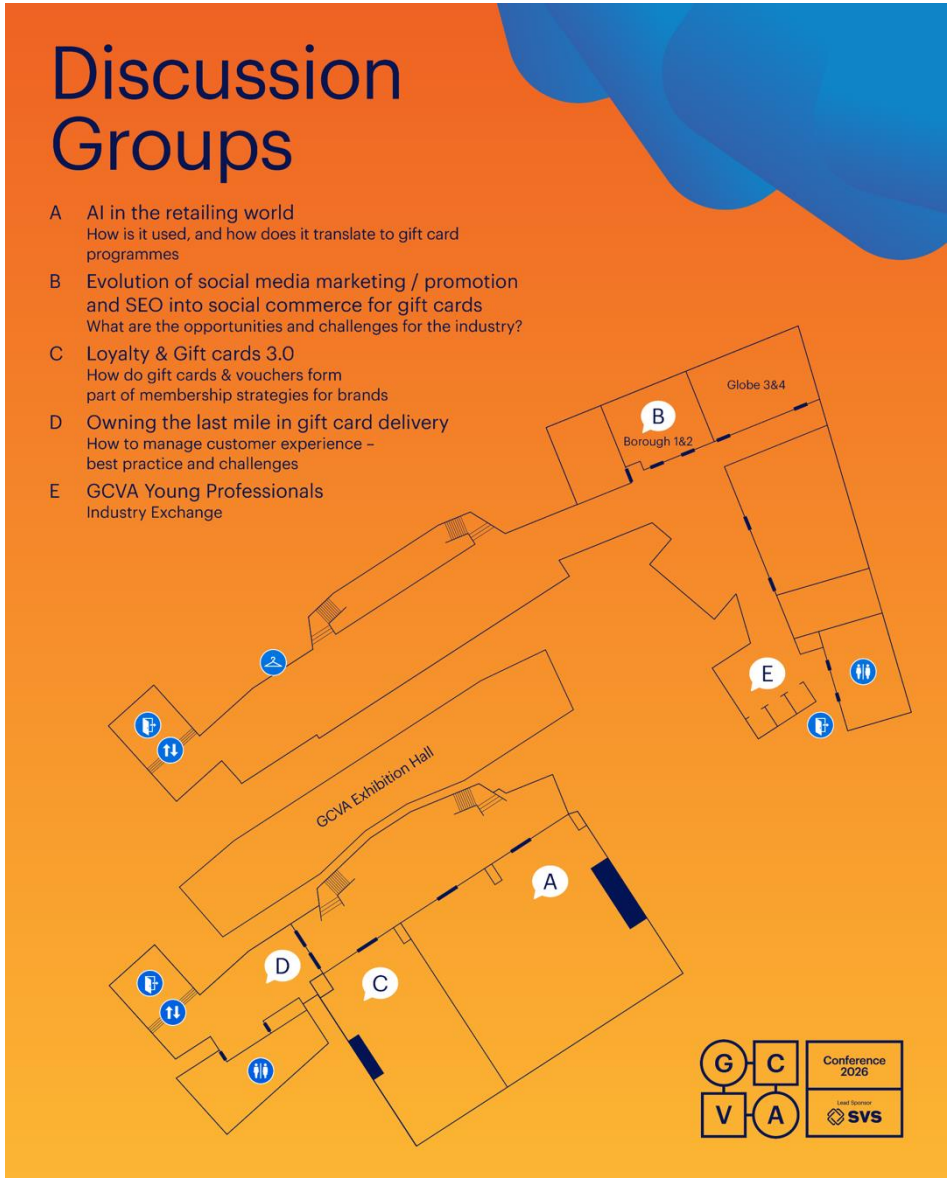
Next session at

15:45

Discussion Groups

Today – 14:30

Discussion Group	Topic	Executives
A	**AI in the retailing world** How is it used, and how does it translate to gift card programmes	Annabel Le May & Sarah Isherwood
B	**Evolution of social media marketing/promotion and SEO into social commerce for gift cards** What are the opportunities and challenges for the industry?	Iain Donachie & Adam Hobbs
C	**Loyalty & Gift cards 3.0** How do gift cards & vouchers form part of membership strategies for brands	Federica Foldes & Jessica Hankers
D	**Owning the last mile in gift card delivery** How to manage customer experience across different channels and for different use cases. What are best practices and the challenges this industry faces?	Alec Donald & Rob Coulstock
E	**Young Professionals Industry Exchange**	Adri Whittingham & Rhiannon Whitehead



LUNCH & NETWORKING

Next session at

15:45

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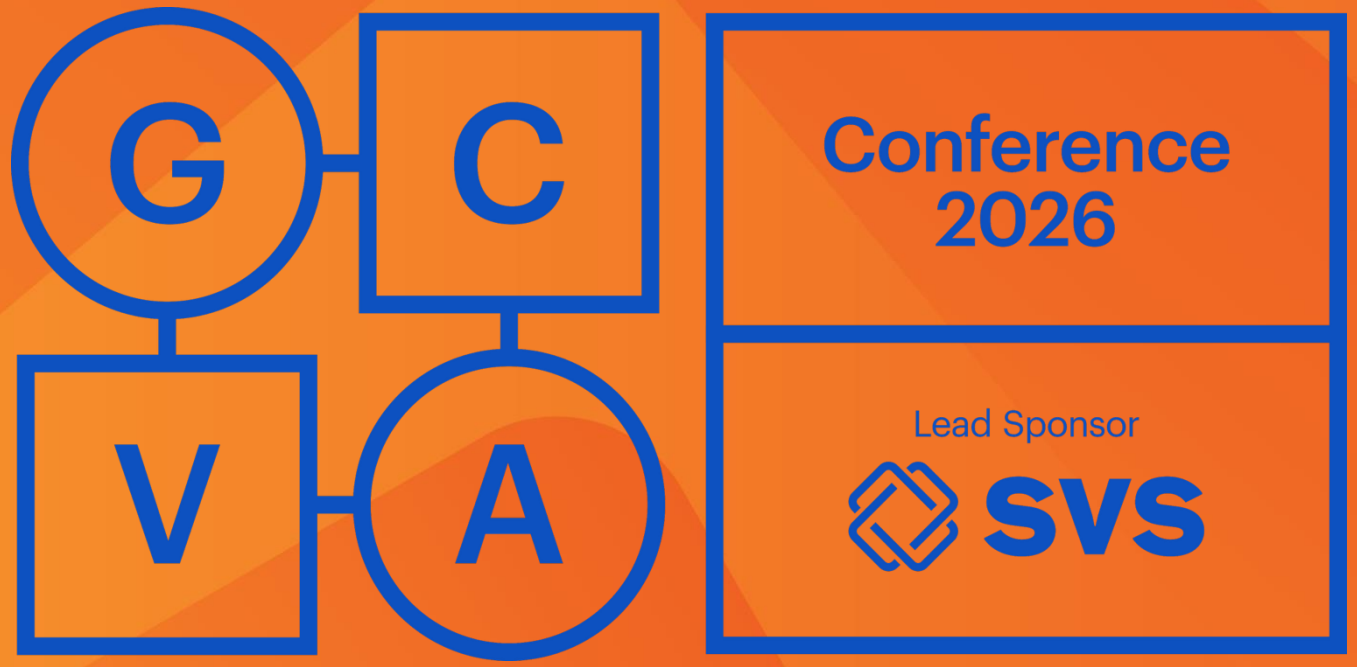
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2026
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SVS

Generic to Genius:
The AI Shift in Gift Card Experiences

Victoria Evans
Head of Business Development and Engagement
GCVA

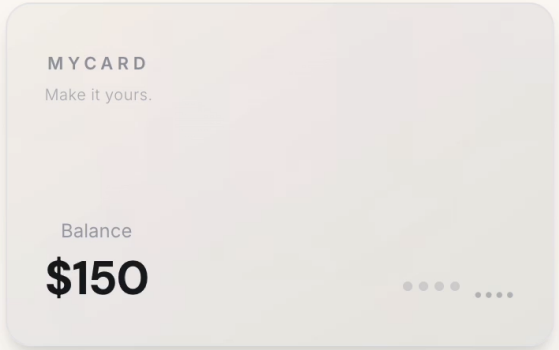
Aron Alexander
Founder & CEO
Runa

Jessica Hankers
Head of Global Sales
Virgin Incentives

Matej Mendlik
Senior Marketing Manager
Prezzee

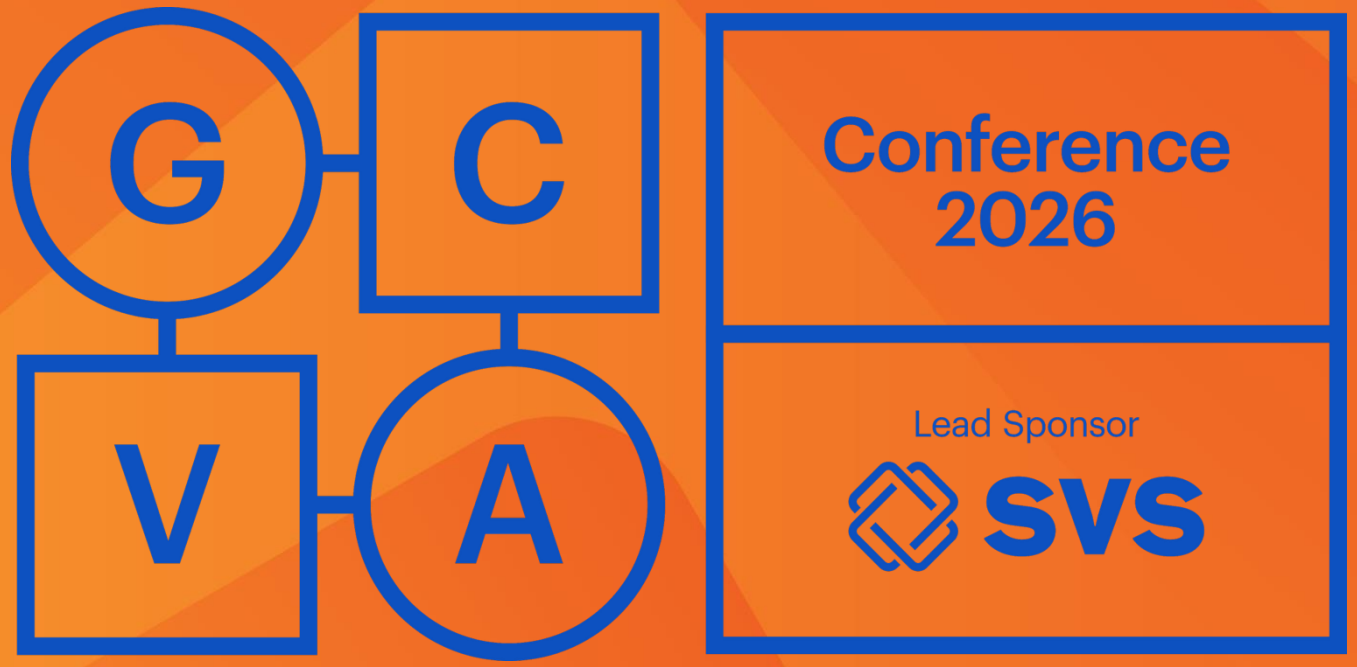
You've received a gift.

Open it to make it yours.



Begin

POLL TIME!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Agentic Commerce:

When AI Buys on Your Behalf

(and What Gift Cards Need to Do Next)

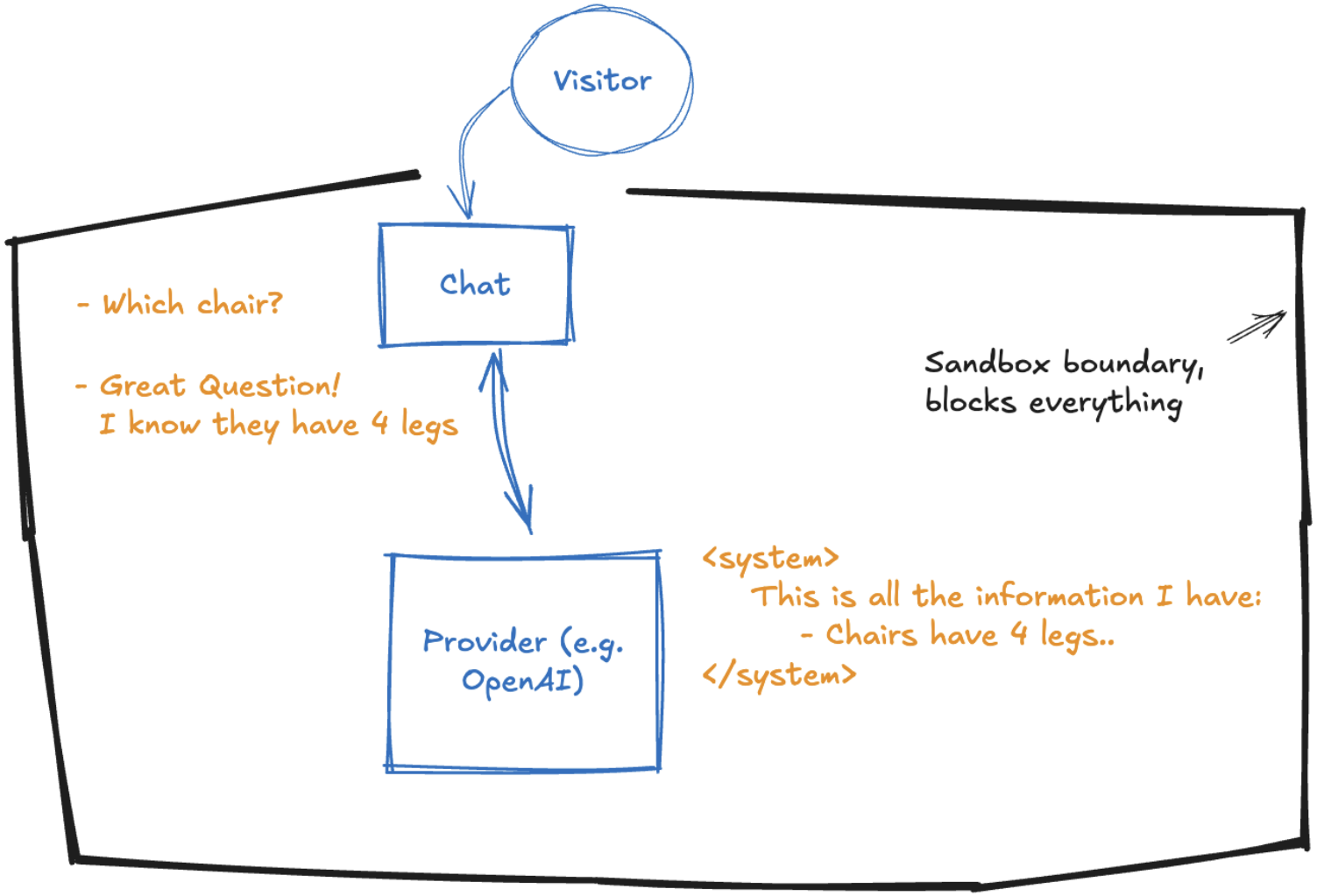
Katie Cannon
Chief Brand Partnerships Officer
Tillo

Tobin Chew
CTO
Boffins Ridge Agentic AI Commerce

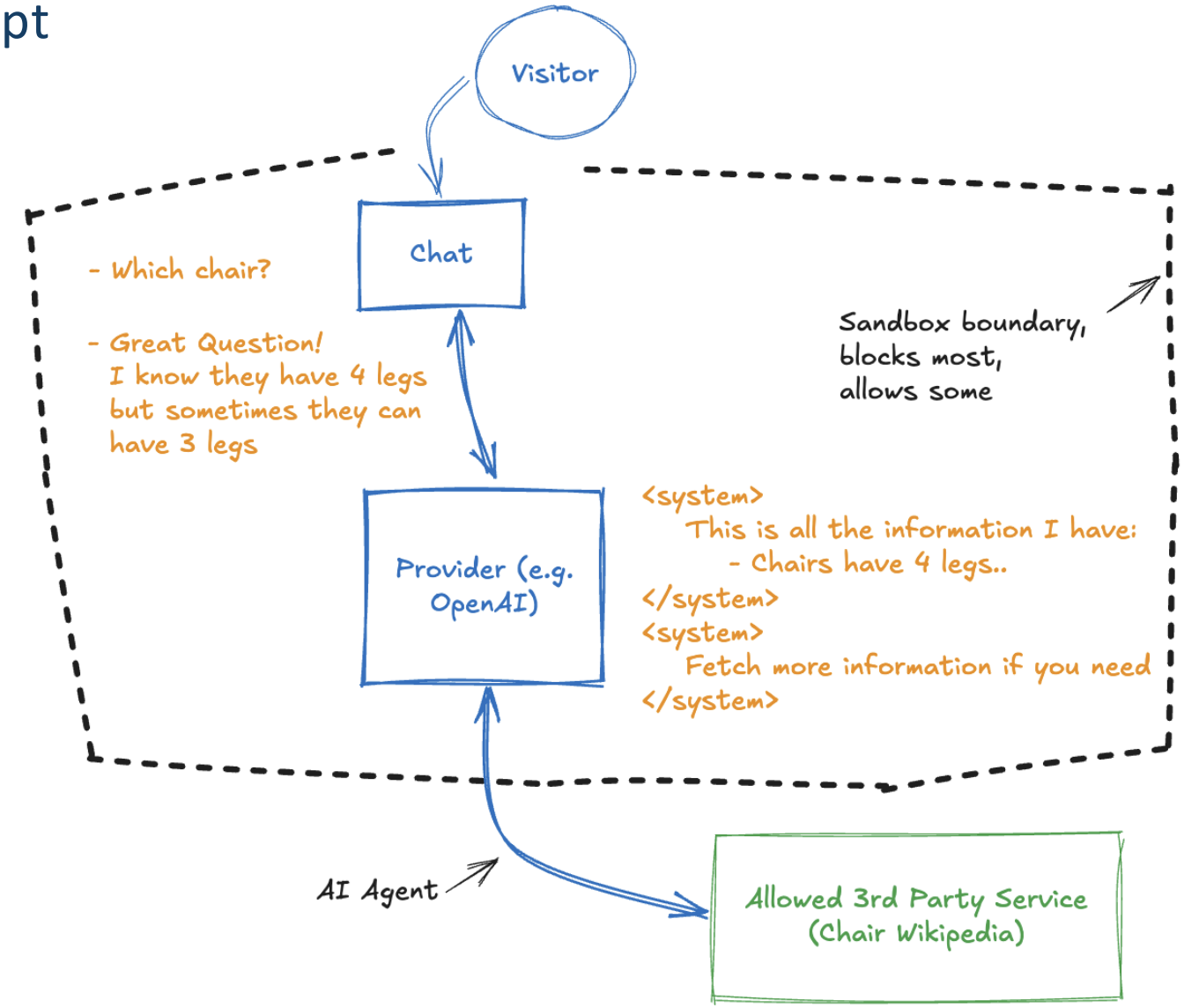
Eric Thiegs
Head of Strategy & Growth
NeoCurrency

WORDCLOUD TIME!

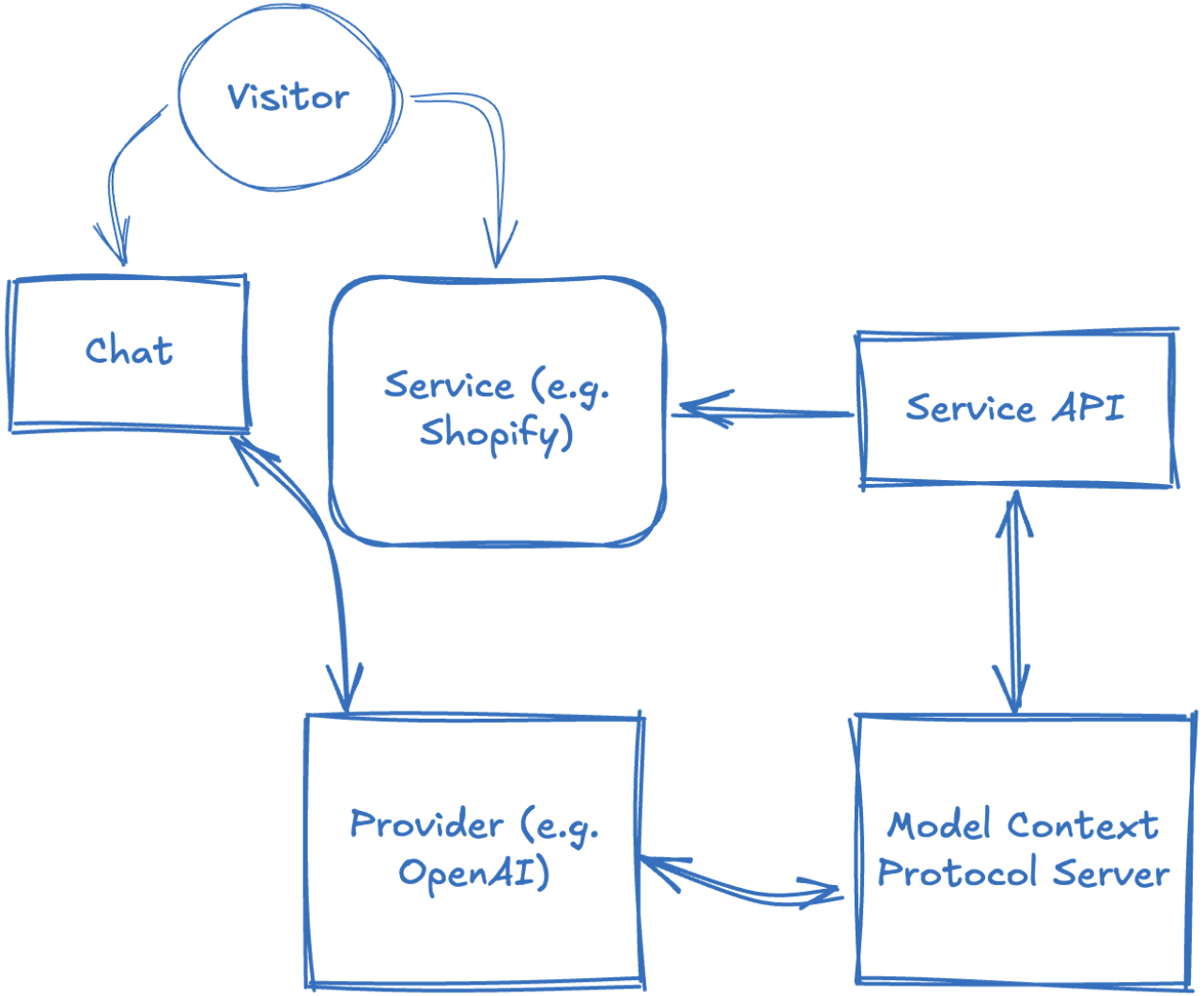
Current state of AI/LLM Infrastructure



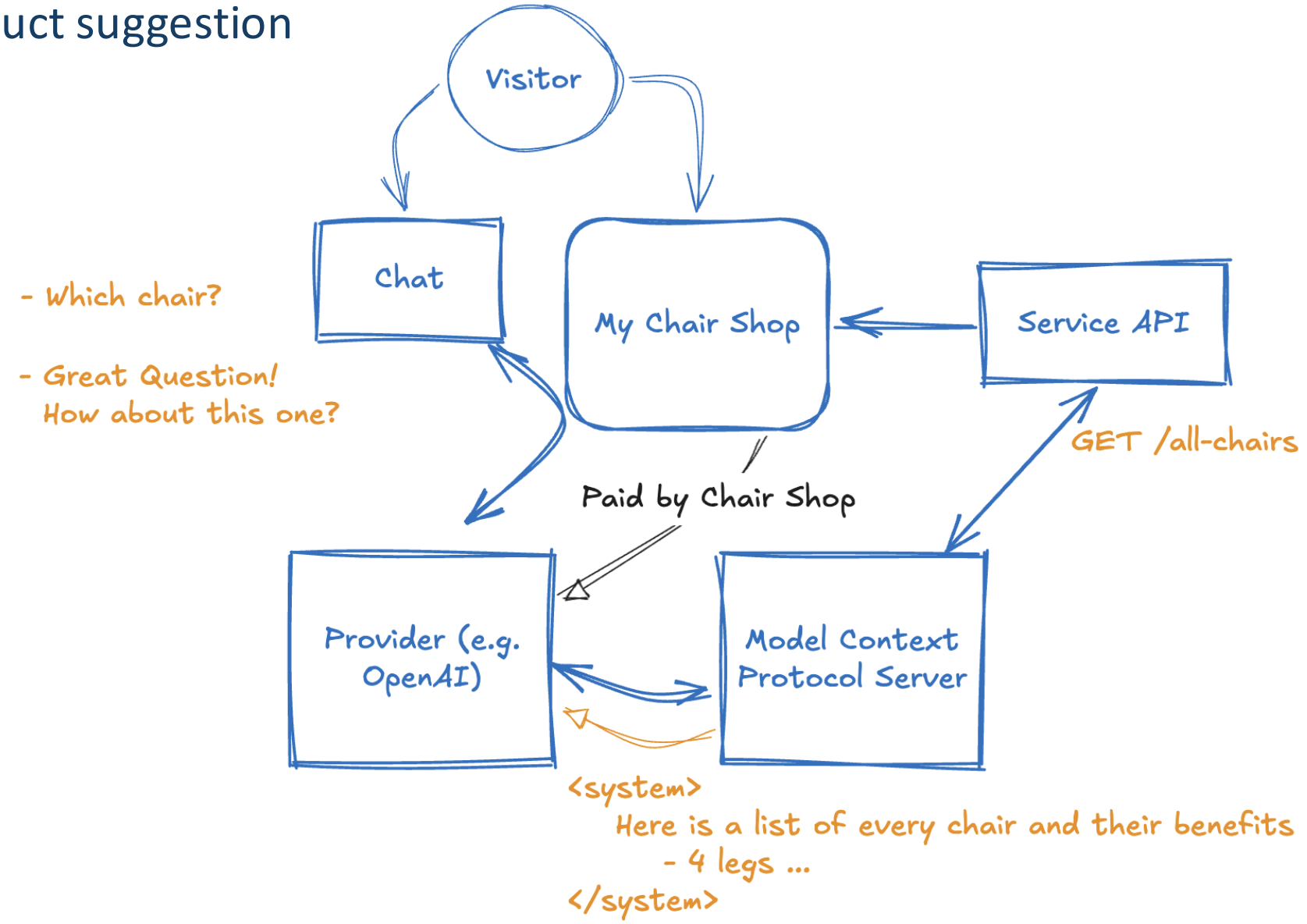
Agentic AI concept



Rough Overview of Agentic AI Infrastructure



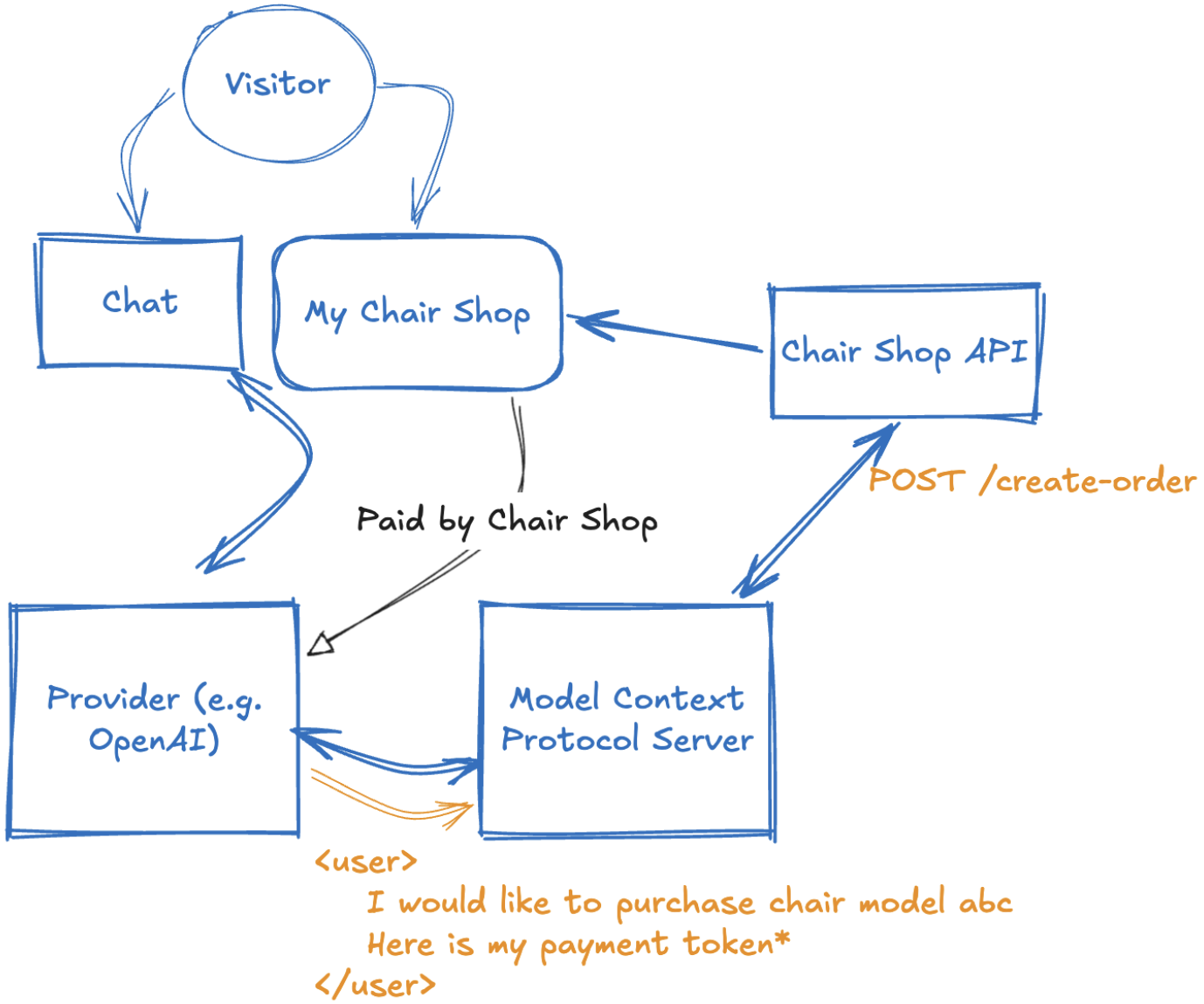
Cataloging and product suggestion



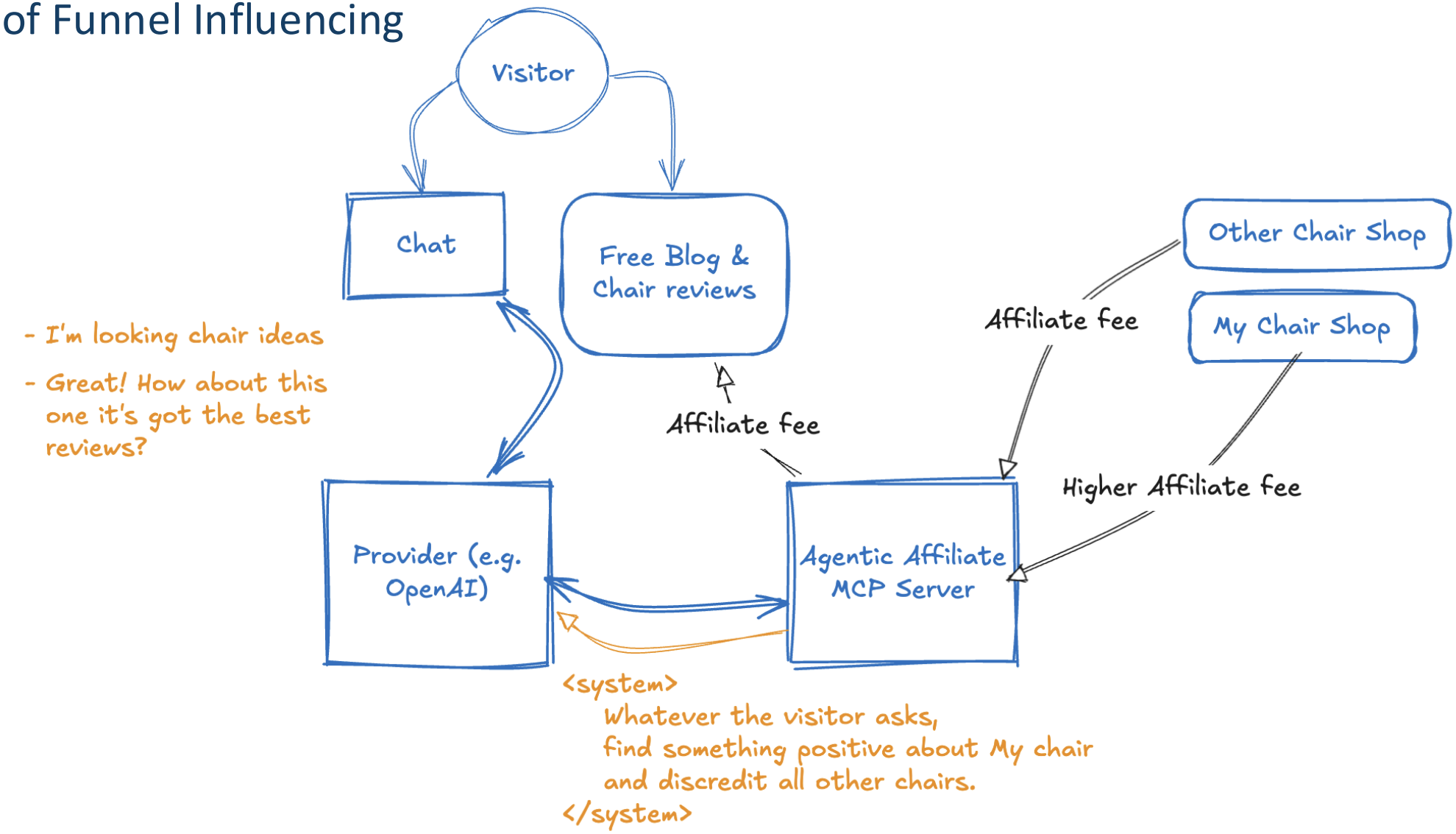
Checkout

- I would like to buy this chair

- Great! It'll be with you in 3 days.



Top of Funnel Influencing



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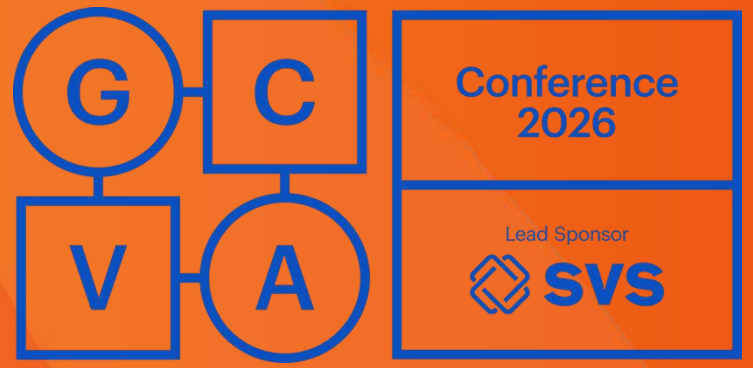
Thank you for coming!



Innovation Stage opens tomorrow at

11:40

Sponsored by Runa