



H2 Data Presentation

February 2019

TOP TAKEAWAYS

01

DIGITAL
HAS SEEN THE
HIGHEST
GROWTH

02

B2B SALES
HAVE SEEN
GROWTH
OF **22%** IN THE
PERIOD

03

AGENTS
HAVE SEEN
GROWTH
OF **6.39%**

04

RETAIL IS
THE MOST
SUCCESSFUL
SECTOR WITH A
GROWTH INCREASE OF
16.64% IN H2 2018

05

DIRECT SALES
SHOWS **GROWTH**
OF **4.57%**
IN H2 2018

06

CONSUMER
SALES SAW A GROWTH
OF **3.94%**
IN H2 2018
WHEREAS **B2B** HAD
GROWTH OF **22.0%**

07

B2B REPRESENTS
47.15%
OF TOTAL SALES
IN H2 2018

08

GROWTH
SEEN BY GIFT CARD
MALLS IN THE PERIOD
IS ONCE AGAIN **HIGHER**
THAN SEEN IN MEMBERS
OWN STORES

2018 H2 VS. 2017 H2 DATA OVERALL PERFORMANCE

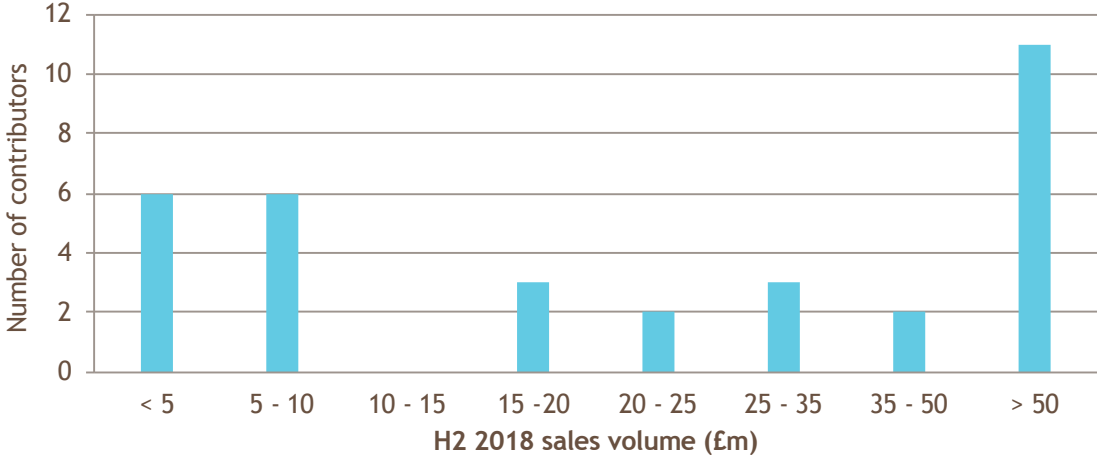
Area	Growth (%)
Consumer Sales	3.94
Business Sales	22.00
Total	11.74

Redemption type	Growth (%)
Category Specific	13.44
Multi-Choice	3.84
Redeem Anywhere	20.84

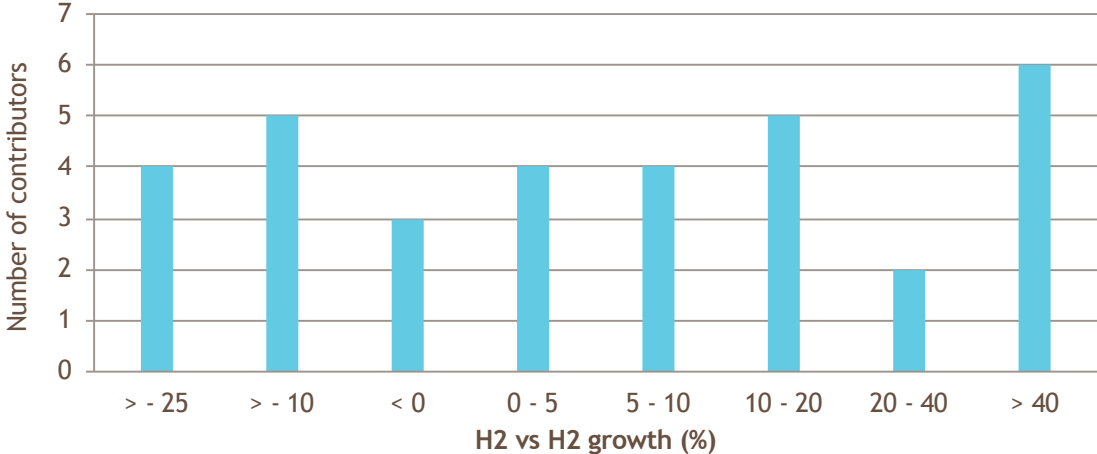
Sub-Group	Growth (%)
Retailer	16.64
Leisure Operator	0.36
Agent	6.39

2018 H2 DATA SPREAD

Group data spread by volume

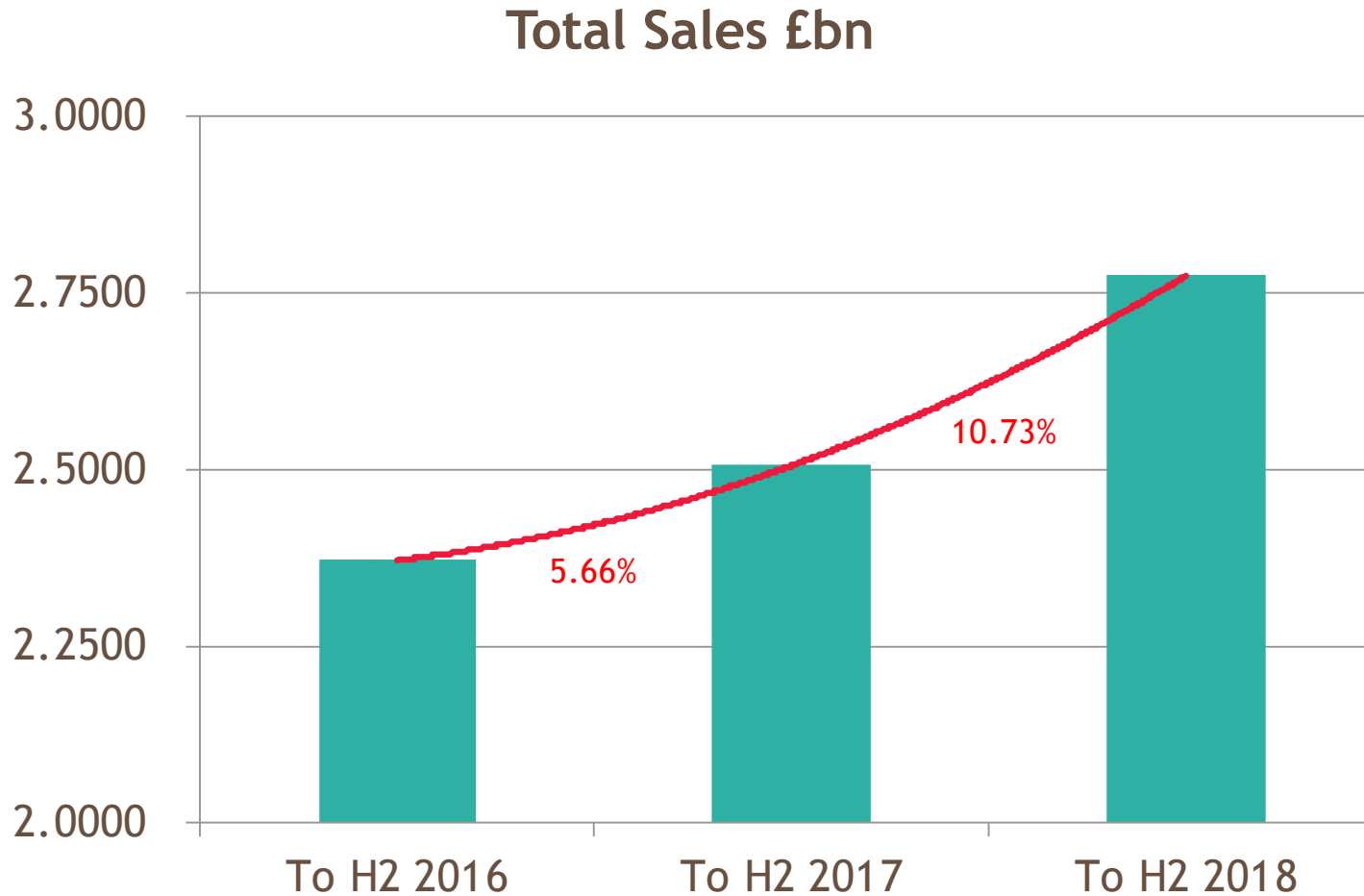


Group data spread by H2 vs H2 growth



DATA - YEARLY

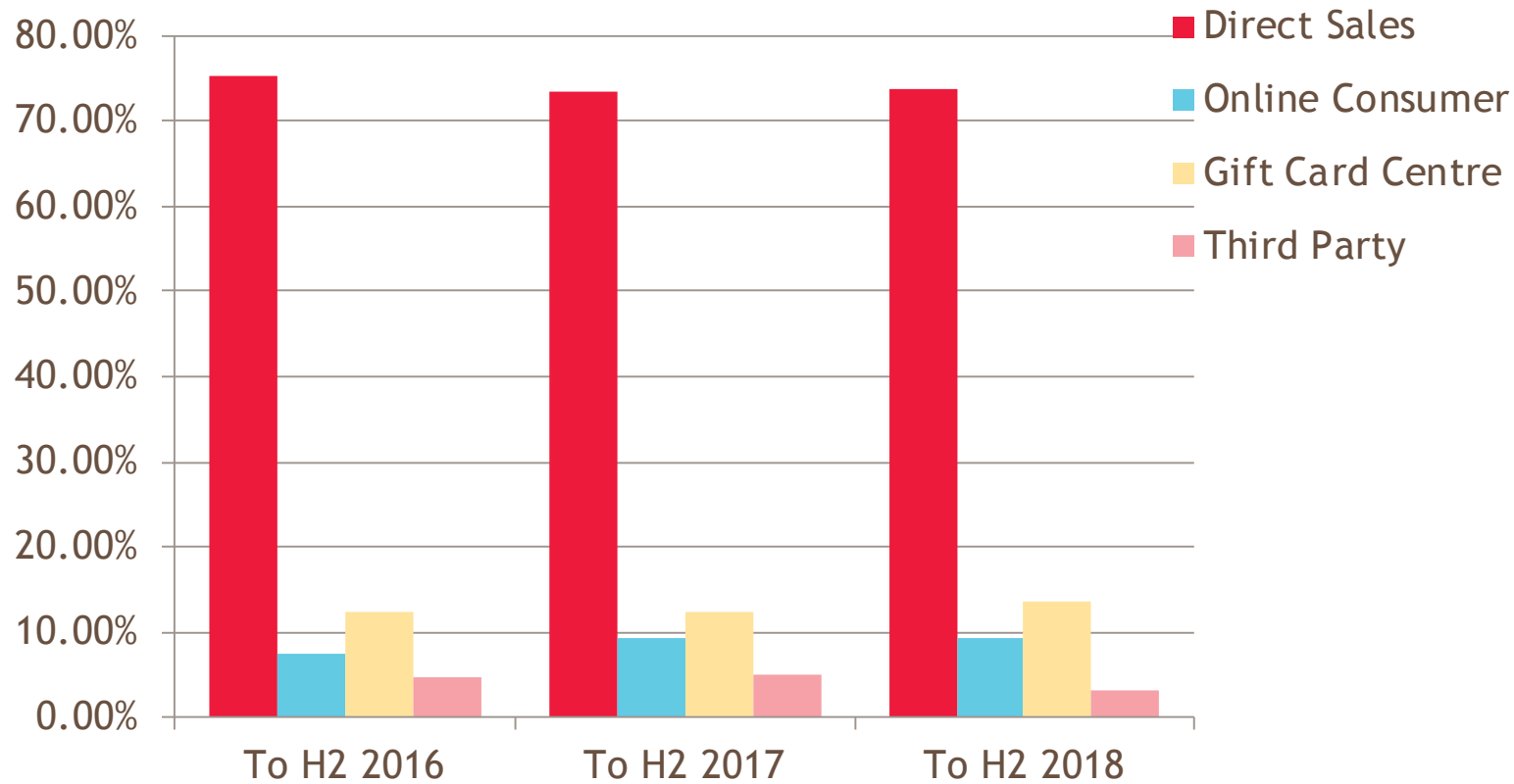
YEARLY SALES FIGURES - CURRENT MEMBERS ONLY



Data taken from the historic data base. Only includes the data of those who are part of the membership as of H2 2018 and have been members over the whole range of years identified above.

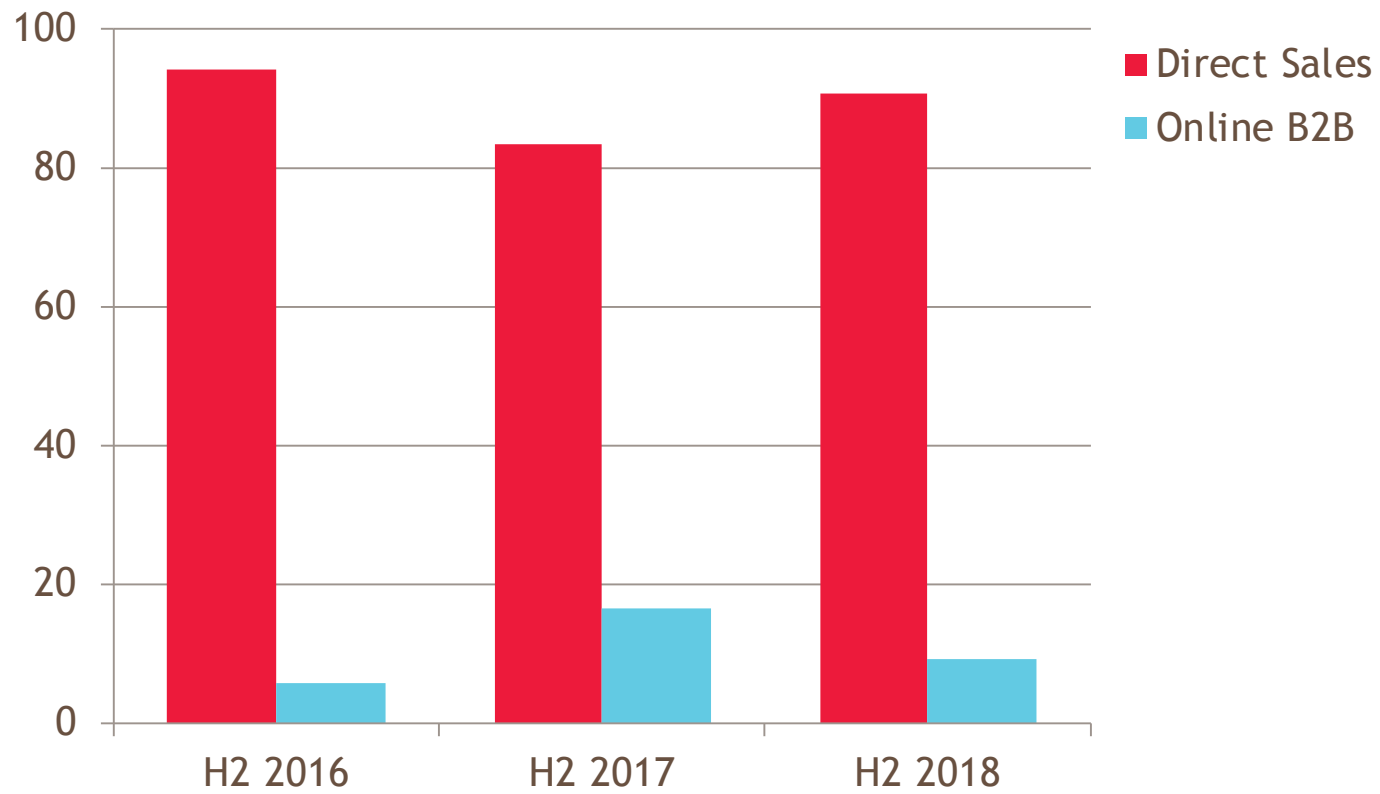
DATA - YEARLY

% BREAKDOWN - CONSUMER SALES BY TYPE



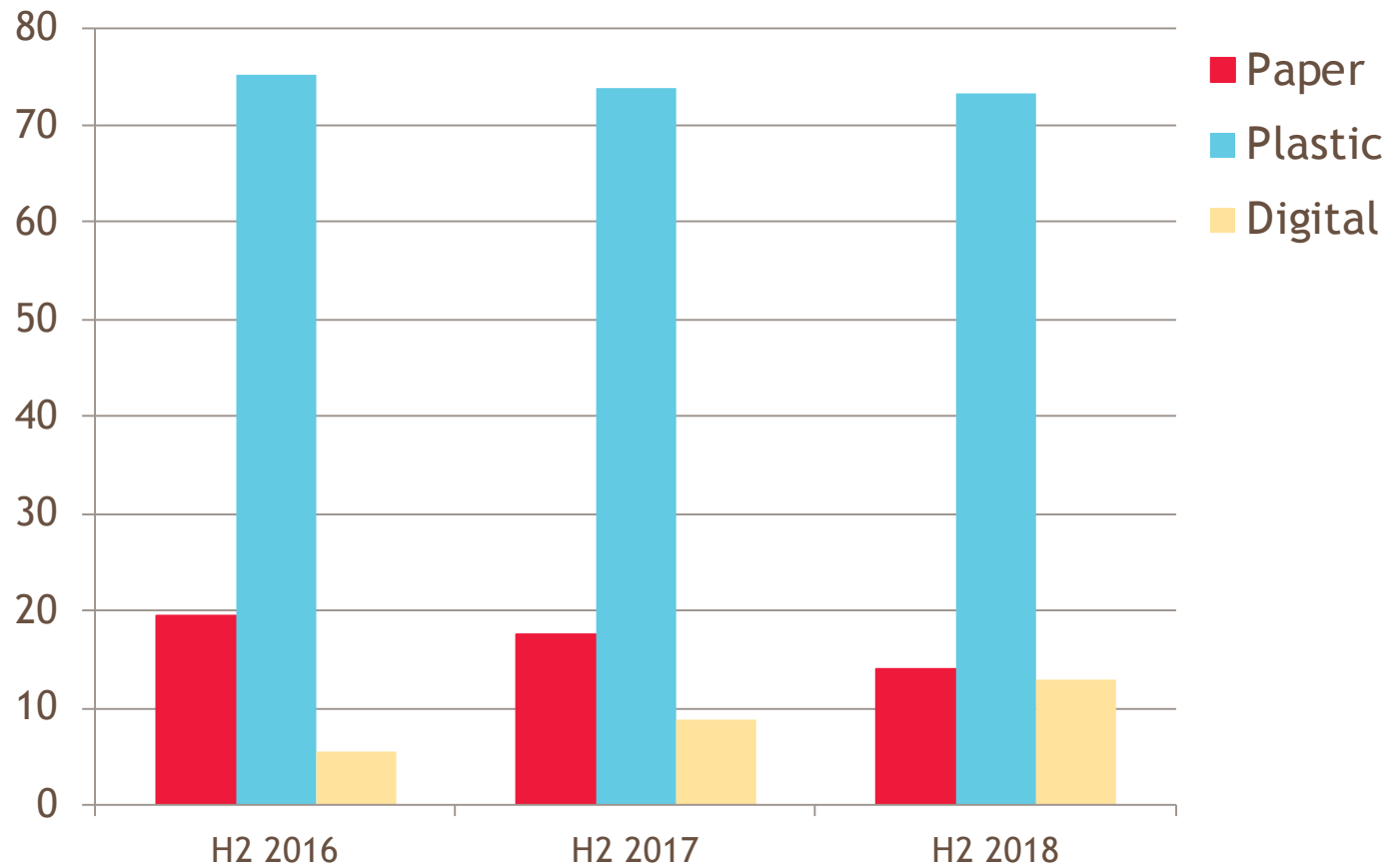
DATA - H2 2018 ONLY

% BREAKDOWN - BUSINESS SALES BY TYPE



DATA - H2 2018 ONLY

% SPLIT OF SALES BY DISTRIBUTION METHOD



E-voucher sales have been included within digital.

2018 H2 VS. 2017 H2 DATA - DIGITAL

% GROWTH BY SUB-SECTOR



Total sub-sector volume shown above the bar.

% VOLUME OF SUB-SECTOR SALES

