

GCVA NOVEMBER SUMMIT 2024

7 NOVEMBER

AGM

AGM AGENDA 2024

1. Welcome
2. GCVA In Review
3. GCVA Financial Update
4. GCVA 2024-2025 Strategy

Thank you to our supporters:

Sponsors:



life:style

PART OF MOTIVATES

Exhibitors:



BrancheVereniging
Cadeaukaarten Nederland

fashioncheque ^{FC}

Partners:



BrancheVereniging
Cadeaukaarten Nederland

PVD Prepaid
Verband
Deutschland



Managing Director
Hannah Shimko

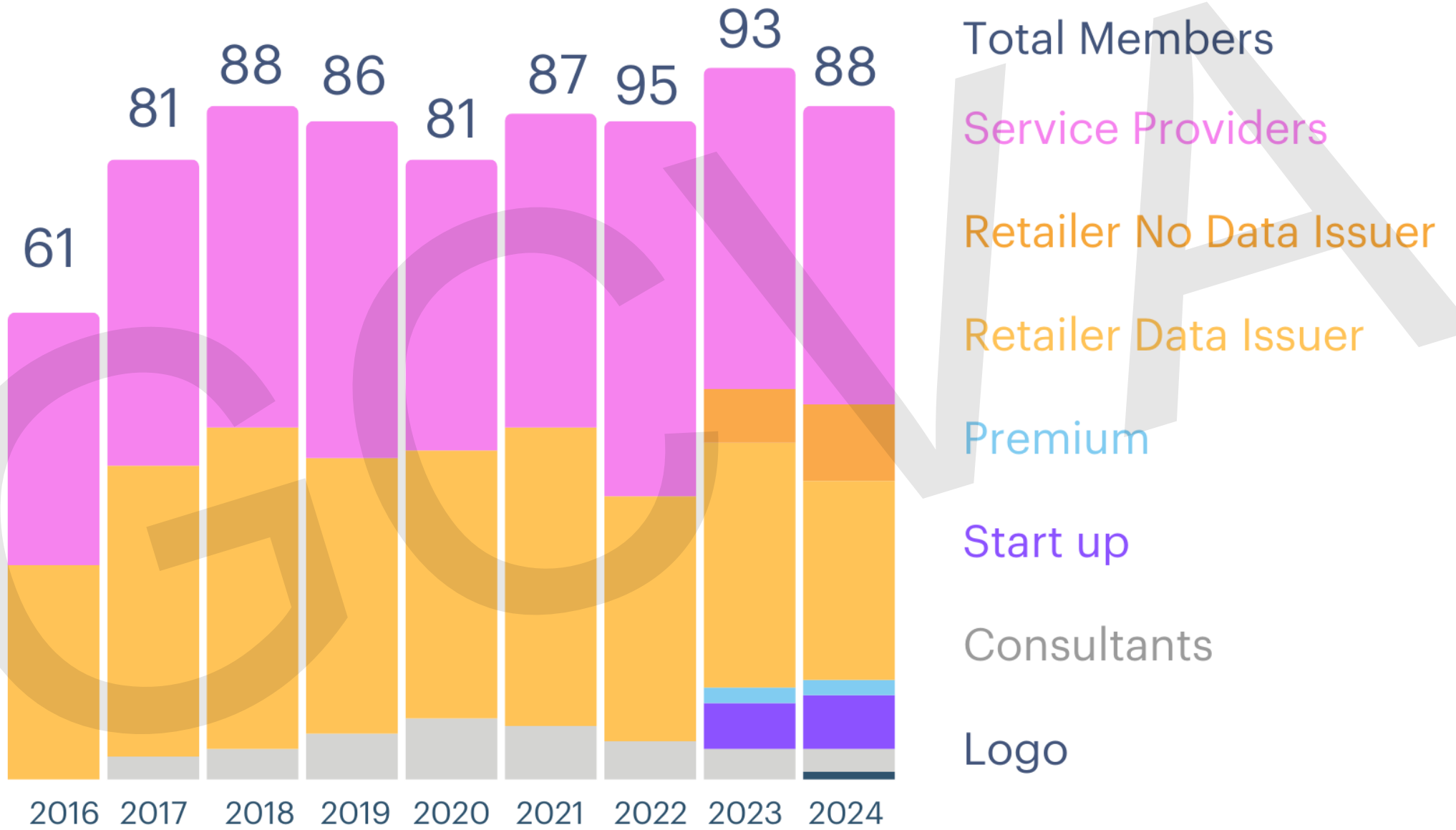
The GCVA is a trade association aiming to protect and promote our Sector

The Gift Card & Voucher Association (GCVA) is the official trade body and membership organisation for gift cards and vouchers. GCVA represents the key players in the industry and promotes best practice for the benefit of gift card issuers, services and consumers. The GCVA's role is to protect and promote the gift card sector: keeping members up to date with trends, issues, challenges and opportunities; advocating on key legislation and regulation; facilitating business opportunities; commissioning vital research; collaborating with stakeholders; delivering in-person and digital networking & events; and promoting businesses within the sector that adhere to best practice and drive the industry forward.

The GCVA is a trade association aiming to protect and promote our Sector (cont.)

Mission : To advance the competitive excellence, flexibility, and financial success of gift card industry products and services. We are dedicated to encouraging industry best practices among our members, fostering innovation, and enhancing market and consumer confidence. By uniting stakeholders across the industry, we aim to build a collaborative ecosystem that promotes shared growth and development. Our ultimate goal is to see gift cards widely adopted as a valued payment product of choice

GCVA Members 2016 - Current



A YEAR FOR THE GCVA 23-24



YOUR MEMBERSHIP & SPONSORSHIP MADE POSSIBLE

KEY RESEARCH

- State of the Nation 2024
- GCVA KPMG Reports
- Monthly Consumer Reports
- GCVA Loyalty Report

13+ PANEL DISCUSSIONS FEATURING INDUSTRY EXPERTS

With topics including:

- Fraud
- AI
- Fintech & crypto-currency
- Consumer psychology
- Loyalty
- B2B, retail, B2C
- and more...

800+ MINUTES OF ONLINE DISCUSSION

- GCVA Connect
- Open Forums
 - Fraud Forums
 - Retailer Forums
 - KPMG Webinars

COMBINED REACH OF 9.9M ON B2C GIFTBETTER PLATFORMS

Thanks to GCVA Member participation

- 44k+ followers
- 79 gift card giveaways
- 20+ involved brands

STRENGTHENED EUROPEAN AND GLOBAL PARTNERSHIPS

UK - USA - GERMANY - NETHERLANDS

1,140 INDUSTRY MEMBERS CONNECTED

Across 5 in-person GCVA events

NEW WORK WITH THE TRADE ASSOCIATION FORUM, UK FINANCE AND HOMELAND SECURITY

2 NEW EVENTS IN THE GCVA CALENDAR

- GCVA November Summit
- GCVA Fraud Forums

GCVA Members November 2024



WALL OF FAME 2024

Award Category	Winner	Highly Commended
Best Industry Innovation	InComm Payments & Sainsbury's	Valuedynamx
Best Creative Marketing Campaign	Miconex	Lifestyle, part of Motivates
The Big ESG	John Lewis Partnership	BHN
Best B2B Product or Service	Diggecard	Tillo
Best B2C Product or Service	SVS & Circle K Europe	epay Ltd & Sainsbury's Argos
Team of the Year	Circle K Europe, InComm Payments & SVS	InComm Payments & ASDA
Manufacturer of the Year	Thames Technology	Incodia
Service Provider of the Year	BHN	Tillo
Retailer / Issuer of the Year	Sainsbury's	ASDA
Rising Star of the Year	Laura Lang	 Gift Card & Voucher Association
GCVA Member Organisation	Tillo	
Honoured Industry Contributor	Andy Philpott	

GCVA Executive



Adam Hobbs
Managing Director
Motivates.inc Ltd
GCVA Executive Co-Chair



Siobhan Moore
Partner Keystone Law
GCVA Executive Co-Chair



Malc Berg
VP Business and
Account Development
SVS



**Katie Cannon
(Wilkinson)**
Managing Director
Jigsaw Business Solutions



Alisdair Cameron
Head of Gift Cards & Energy
Sainsbury's



Warren Humphries
Head of Gift Cards, Bank
Services
M&S



Annabel Le May
Senior Commercial
Lead, Gift Cards
John Lewis Partnerships



James Malia
President – Europe
Prezzee UK Ltd

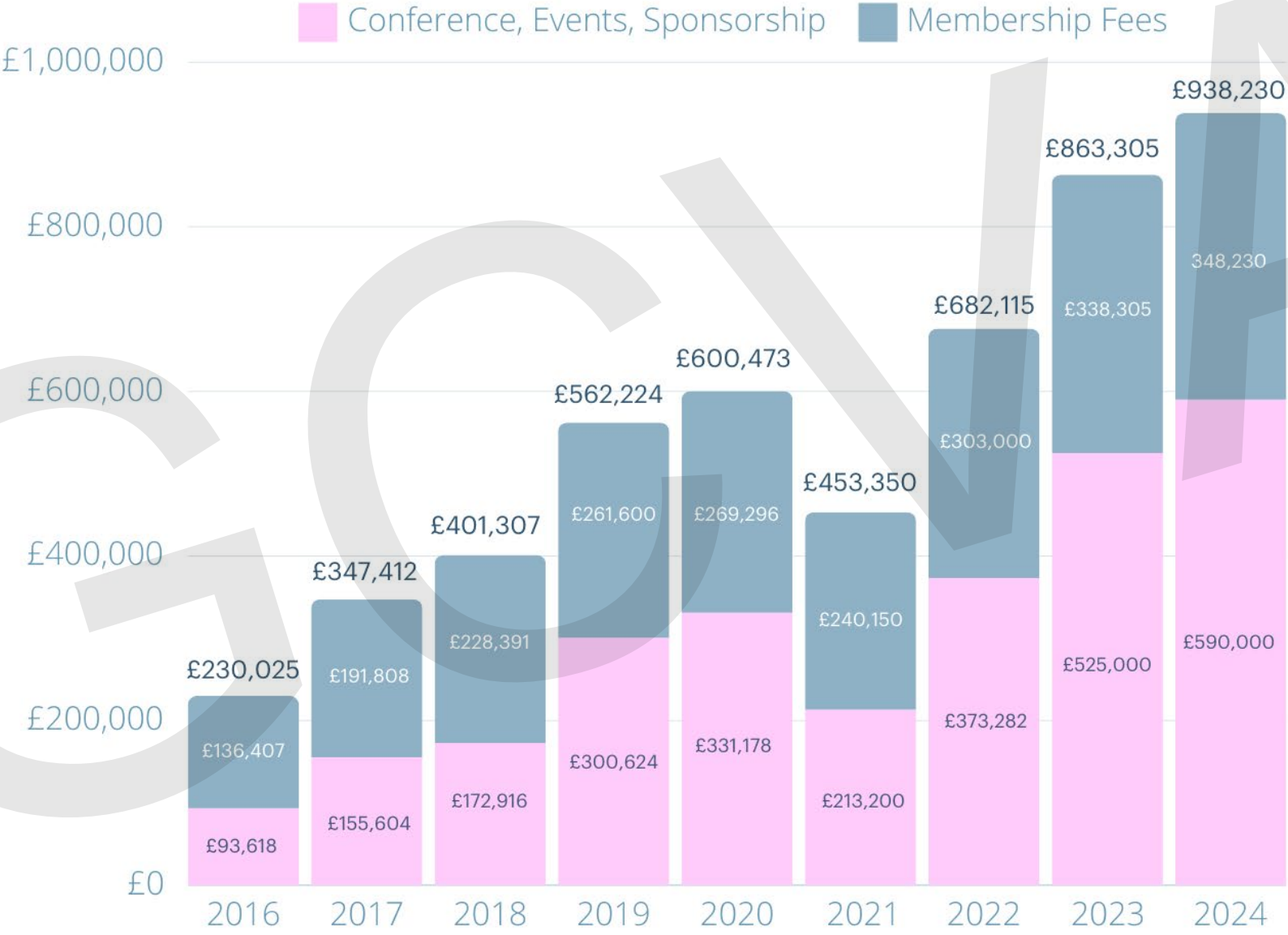


Heather Rogers
Senior Director, eCommerce
Blackhawk Network

End of Year Accounts June 2024

	<u>Actual for year 2023/2024</u>	<u>Budget for year 2023/2024</u>	<u>Variance</u>
Income			
Conference	£397,804.31	£300,000.00	£97,804.31
Events & Other income	£146,637.91	£75,000.00	£71,637.91
Membership	£364,344.49	£317,750.00	£46,594.49
Sponsorship	£29,000.00	£15,000.00	£14,000.00
Total Income	£937,786.71	£707,750.00	£230,036.71
Less Cost of Sales			
Conference	£282,840.18	£200,971.00	£81,869.18
Communication - PR, Marketing, Gift Better & Web	£57,585.01	£49,000.00	£8,585.01
Director Fees & Staff Costs	£309,073.24	£302,000.00	£7,073.24
Meetings	£162,826.57	£62,513.00	£100,313.57
Research	£77,000.00	£60,000.00	£17,000.00
Total Cost of Sales	£889,325.00	£674,484.00	£214,841.00
Gross Profit	£48,461.71	£33,266.00	£15,195.71
Plus other income - Interest received	-£2,527.17	£0.00	-£2,527.17
Less Operating Expenses			
General Cost	£35,204.28	£18,054.00	£17,150.28
Legal and Professional	£11,630.42	£8,940.00	£2,690.42
Finance Charges	£3,375.40	£5,550.00	-£2,174.60
Contingency	£0.00	£0.00	£0.00
Total Operating Expenses	£50,210.10	£32,544.00	£17,666.10
Net Profit / (Loss)	£778.78	£722.00	£56.78

GCVA Financial Update 2016 - Current



Budget FY 24/25

Budget Summary

Income

Conference, Events, Sponsorship

£590,000.00

Membership Fees

£348,230.00

Total Income

£938,230.00

Less Cost of Sales

Cost of Sales

£885,400.00

Op Ex

£51,700.00

Total Outgoings

£937,100.00

Net Funds

£1,130.00

Budget for year

GCVA Team



Hannah Shimko
Managing Director



Amberlie Ross-Scott
Operations Director



Victoria Evans
Head of Business
Development and
Engagement



Rhiannon Whitehead
Digital Content &
Communications Executive



Georgia Wellard
Operations Manager

So what is a trade association?

The Value of Trade Associations – Trade Association Forum

Watch [HERE](#)

GCVA Forward Look - 2025 and Onwards

Strategic Direction

Protect ↔ **Promote**

Protect

Members of the GCVA should be known as the best in the business

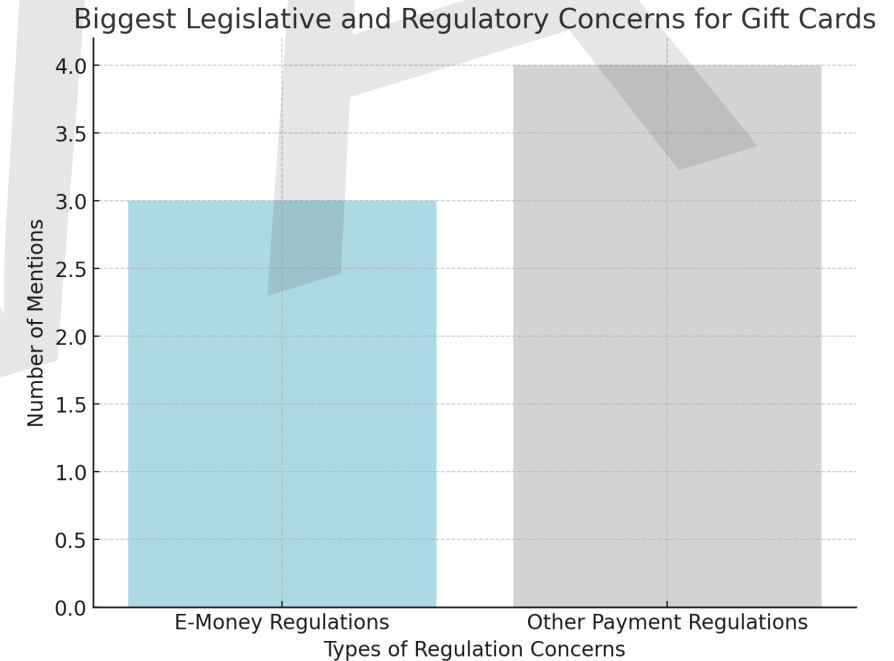
We want to do this through:

- Making GCVA Membership and the GCVA logo a 'kitemark' for excellence and quality
- Having best practice advice, and quality standards, on key issues for the sector ie fraud mitigation
- Delivering high-quality thought leadership and education on challenges and opportunities

Protect

Monitoring Legislation, Regulation and Policy Across the Globe

- Advocating for our Members Concerns
- Stepping in to stop and mitigate impacts of problematic legislation and regulation
- Being prepared for challenges and attacks with high-quality best practice
- Campaigning on changes we'd like to see ie the Trivial Tax Benefits campaign

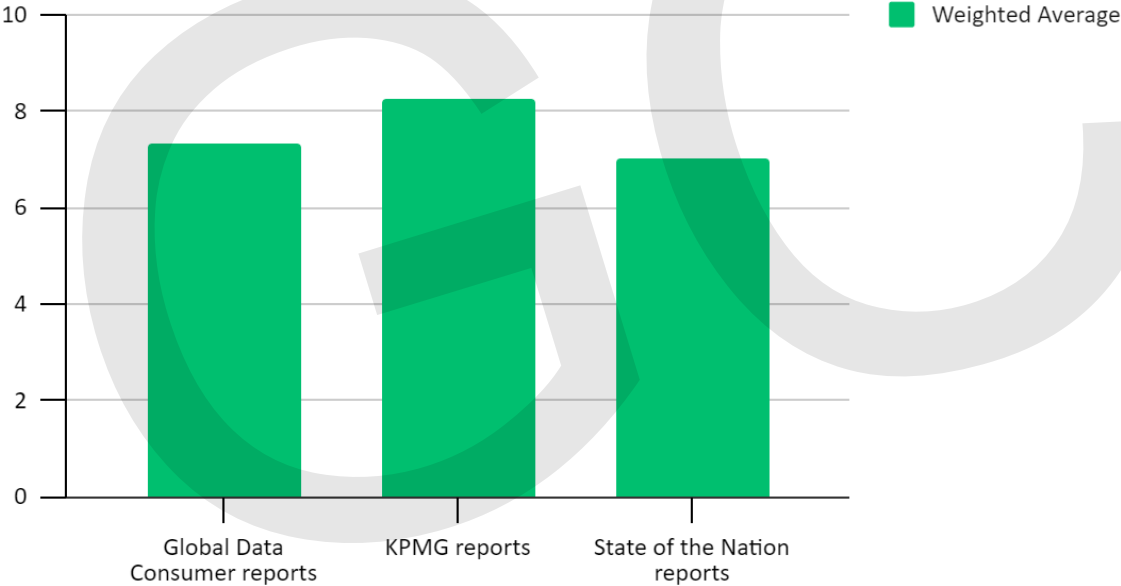


Protect & Promote

Research

- Developing multiple quality research projects

How useful do you find the following? (1 = lowest, 10=highest).

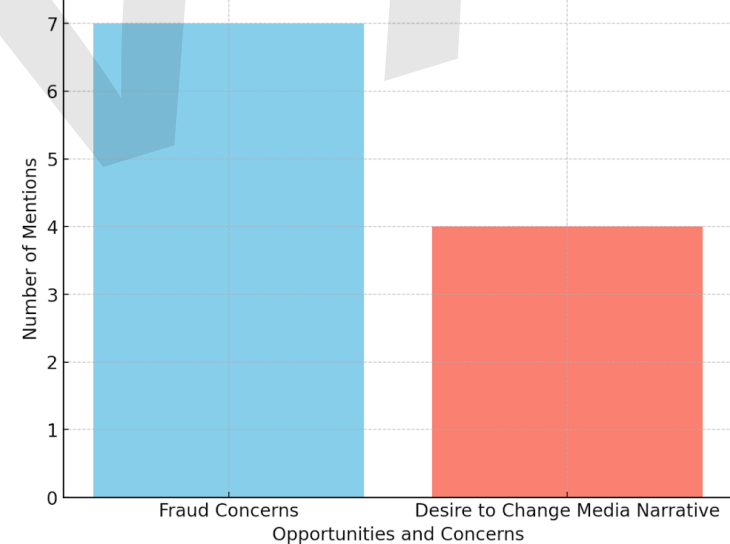


Protect & Promote

Public Relations & Media Engagement

- Developing interesting research for use by members and by us
- Sharing press releases with trade press to promote gift cards (especially around B2B)
- Developing campaigns to engage consumer media as appropriate
- Putting out statements when needed in relation to media commentary or policy making
- Promoting gift cards as a fantastic solution!

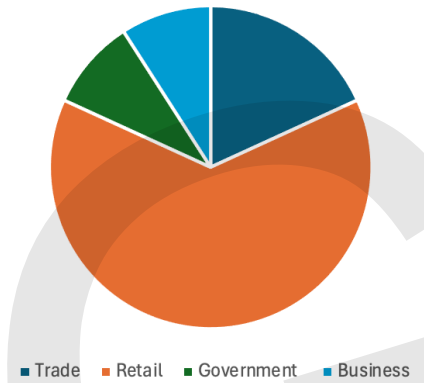
Biggest Opportunities and Concerns Related to Media Views on Gift Cards and Branded Currency



Protect & Promote cont.

Q3 PR Results

Breakdown of coverage by sector



PaymentsJournal

Digital Gift Cards Outpace Physical Cards in the UK

Digital gift cards now account for over half (52%) of the UK gift card market share in what is being called a "pivotal shift" in the industry.

In the first half of the year, digital gift card sales increased by 17.1%, according to a report from the Gift Card & Voucher Association (GCVA). Over the past five years, this figure has grown by 30% as UK companies have increasingly incorporated digital gift cards into their loyalty and rewards programs.

"The surge in digital gifting in the UK is impressive and it is ahead of the pace in the U.S.," said Jordan Hirschfield, Director of Prepaid at Javelin Strategy & Research. "Javelin firmly believes that the U.S. will reach a 50/50 split between physical and digital gift cards by the end of the decade. That is driven by similar features of loyalty and rewards that link easily to consumers' apps and stored value accounts."

SCOTTISH BUSINESS NEWS

Scottish Fintech Seeks Nation's Favourite Local Business in New Competition

Business News
16/09/2024

led by Scottish fintech Miconex, the competition aims to shine a light on the local businesses making a positive impact on communities in the run up to the key Christmas trading period.

Shop local champion Miconex has launched its 2024 search to find the UK's Favourite Local Business in Scotland, with £1500 in local gift cards as the prize.

The UK's Favourite Local Business will be the business who has the most unique votes at lovelocalwin.co.uk and will win a £500 local gift card, with one person who nominated them winning a

...making a positive impact on communities. ...to be the UK's Favourite Local Business, ...alth and beauty and services. ...around the world, including Town & City Gift ...t Cards in association with Scotland's



The benefits of employee benefits

Hannah Shimko, managing director of the Gift Card and Voucher Association (GCVA), sets out why flexibility and personalisation are key elements of employee benefits schemes in the public sector



The public sector in the UK faces a unique set of challenges when it comes to recruiting and retaining talent. Unlike the private sector, where salaries can be more competitive, the public sector has traditionally struggled to match salaries directly. Despite recent pay awards designed to 'level up' after a prolonged period of pay restraint, the disparity between public and private sector pay scales is likely to persist. However, money isn't everything. For many years, the narrative around public sector employment has centred on the idea of job security, meaningful work, and a sense of duty to the community. These are powerful motivators, especially for those drawn to the public sector's mission-driven roles. But in an era where financial pressures are mounting, and the cost of living continues to rise, these non-monetary advantages need to be complemented with tangible, practical benefits that address the immediate concerns of workers.

THE INDUSTRY .BEAUTY

Digital gift cards overtake physical cards for first time in 'pivotal shift'

TOM BOTTOMELEY
02 SEPTEMBER 2024

The Gift Card & Voucher Association (GCVA) has revealed a "pivotal shift" in the UK gift card market as digital gift cards surpass physical cards for the first time.

Digital gift cards now command 52% of the market share, with sales surging by 17.1% in the first half of 2024. That's up from a market share of 30% in 2019.

The "significant shift" reflects the growing preference for digital options, which offer benefits such as instant delivery, customisation and insightful data analytics - making them ideal for employee rewards, customer retention and promotional campaigns.

Promote

Partnerships



BrancheVereniging
Cadeaukaarten Nederland



IGCC
Incentive Gift Card Coalition



the payments association



WOMEN IN INCENTIVES NETWORK

Promote

Communications

We are proud of our communications

- We share GCVA updates and sector news in our Newsletter, Member Update and Industry Update.
- Our website showcases are all our great research, advocacy and event catch-up.
- Please share your news, jobs and PR with us!
 - Reach our members and the wider industry

Which communication channels do you prefer? (select all that apply).



Promote cont.



GCVA Industry Updates

In this Issue:

- Introduction
- GCVA Updates
- Sector Updates
- Latest Research
- Partner Events

Introduction from the MD

Welcome to this quarter's Industry Update email from the GCVA.

It seems like yesterday we were all enjoying the summer heat and its now very much Autumn here in the UK. But we sure kicked off the season with a great night at our Hall of Fame Awards and are now looking ahead to the [GCVA November Summit](#), a full day of content, research and networking.

There's lots going on here at GCVA, and we're excited to keep sharing these updates with you every month. Please don't hesitate to reach out to us if you'd like to chat more about our latest activities or how you can become a GCVA member.

Best wishes,
Hannah, GCVA Managing Director

The latest GCVA news

- The GCVA November Summit Agenda is OUT NOW. Jam-packed line up of panels, speakers and structured networking. Click [HERE](#) to view and book [HERE](#).



September 2024

GCVA Consumer Report



Vol.
51

[ABOUT](#) [RESEARCH](#) [EVENTS](#) [UPDATES](#)

Dear GCVA Members,

The GCVA September Consumer Data Report is out now.

Click below to read or head to the GCVA Knowledge Hub [HERE](#).

SEPTEMBER CONSUMER REPORT

Take a look at our topline findings below:

- 30.3% of UK consumers purchased gifts of any form over August 2024.
- Online Channels will grow by 2.8% in 2024 following a rise 0.6% in 2023.
- Demand for experience related gift card types boosted by 'day-cations'.
- 26.5% of those that purchased gift cards for someone else cited to 'support local businesses or my local highstreet'.
- Among purchasers, 20.1% bought a gift card through an employee benefits programme.

Let us know your thoughts! Email members@gcva.co.uk to have your say.

Best wishes,
The GCVA Team



Newsletter Sponsor:

Welcome to the GCVA August Newsletter

In this Issue:

- Book single tickets for the Hall of Fame Awards and join us for a celebration!
- Have your say in our 2024 Membership Survey
- Updates from the wider industry sector

Dear Members,

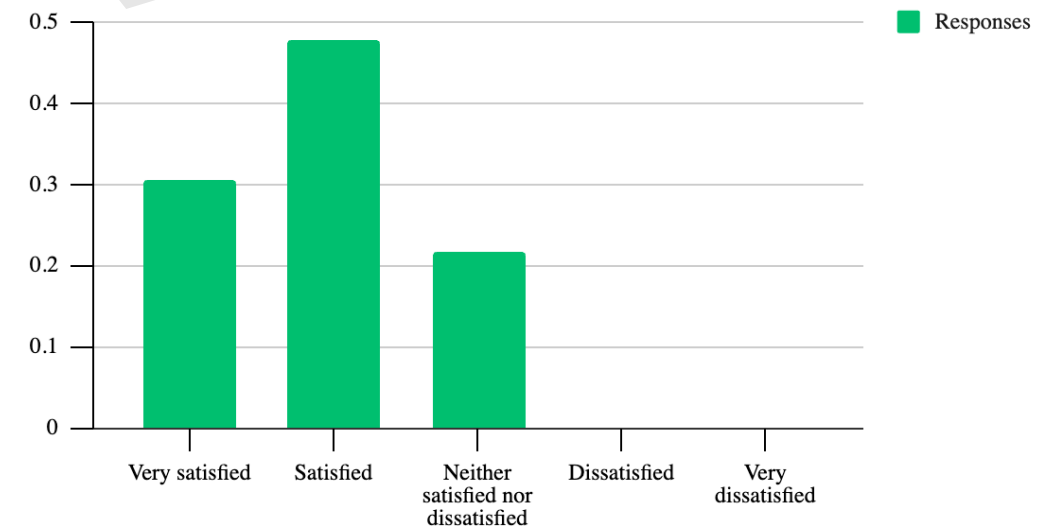
Somehow summer has flown by and it is suddenly time for the business of September! On the 12th September, we are hosting our Annual Hall of Fame Awards in central London - it's sure to be a fun and glamorous night celebrating the best of the gift card and voucher industry. Book the last of our single tickets [HERE](#).

We've had a great summer here at GCVA - Victoria and I got out to New Orleans to visit our partners, IGCC and IMA, and get caught up on all things incentives in the USA. We've also been asking for feedback from members - thank you to those who filled in our survey on our Consumer Data report (we hope you're enjoying the exciting new design) and a big thanks to those of you who have filled in our [Membership Survey](#). We recognise it's a long one, but we are so grateful for your time and energy in helping us improve our Association and our member experience. Lastly, we hosted our first Fraud Forum in July. We had a fantastic turnout and discussion - your feedback showed we could have continued for hours! Catch up here. Look out for our

Membership Asks:

- Support your trade association through membership and sponsorship
- Get involved in our Forum Groups, ie fraud, policy & legislation
- Share your challenges with us, including where we can work on changing the environment in which you do business
- Share and collaborate on research and promote the value of GCVA across the wider sector
- Fill in our surveys, including our annual membership survey
- Attend our in-person and online events
- Campaign with us on key issues
- Share your news with us

How satisfied are you with the membership experience this year?



Sponsorship

Please remember, we can't exist without you!

We are not-for-profit, so our sponsorship opportunities not only allow you great marketing opportunities, they also make the events, advocacy, research activities of the GCVA possible.



GCVA Sponsorship Opportunities 2025

Remember, the GCVA can't exist with you! We are a not-for-profit company, so our sponsorship opportunities not only allow you great marketing & promotional opportunities, but they also make the industry events, awards, advocacy, research and activities of the GCVA possible.

Research & Thought Leadership

- *Research & Insights*
- *GCVA Collaborative Whitepapers*

Digital & Marketing Opportunities

- *Website & E-Shot Sponsorship*
- *Education & Best Practice*

Annual Events & Industry Networking Events (Digital & In-Person)

- *GCVA Global Conference 2025: 5&6 March*
 - Including GCVA Networking Sponsor, Keynote Speaker Sponsor, GCVA Technology Sponsor, GCVA Innovation Stage
- *GCVA Hall of Fame Awards 2025: September 2025*
- *GCVA Summer Networking Social 2025: July 2025*
- *GCVA Connect Sponsor 2025: Annual*

All prices determined by activity - which can be tailored to your company, book a meeting by emailing info@gcva.co.uk

GCVA Conference

5-6 March 2025



Support the GCVA and the global gift card sector through sponsorship. Sponsor research, content and events to align your company with thought leadership, vital research and the latest innovation in the sector.

Sponsorship Packages

- Conference Lead Sponsor
- Conference Party Sponsor
- GCVA Networking Sponsor
- GCVA Innovation Stage (formerly GCVA 101)
- GCVA Registration Sponsor
- GCVA App Sponsor
- Keynote Speaker Sponsor
- GCVA Playroom Sponsor
(must include game / activity)
- GCVA Conference Catch Up Sponsor
- GCVA Technology Sponsor
- GCVA Love Food Sponsor
- GCVA Smoothie Bar Sponsor
- GCVA Coffee Cart Sponsor

Exhibitor packages also available, email conference@gcva.co.uk to find out more

Our fantastic events:

- Two major anchor events
- More bespoke events on topical issues
- Geographical location and range of our events
- Great content, innovating, engaging and thought-provoking – as well as education
- Online events throughout the year, from closed forums to big get togethers

2025 GCVA Timeline

5-6 March – GCVA Conference (get your Early Bird tickets now)

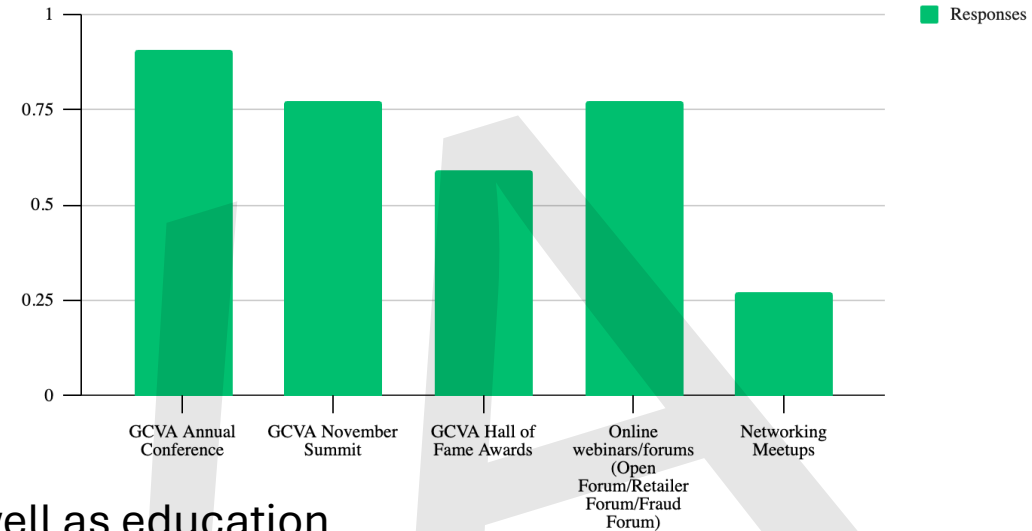
15 May – European Financial Integrity Summit, Amsterdam, in coalition with BVCNL
Shaping the Future of Secure Gifting through Shared Insights and Industry Solutions

12 June – GCVA Summer Networking & Social

18 September – Hall of Fame Awards

18 November – AGM and Members Meeting

Which events did you attend last year? (select all that apply).



What to expect next?

- A focus on European (& Global) expansion
- Improved advice and best practice guidelines, underpinning the GCVA kitemark of quality
- More bespoke events, and opportunities for members to connect in new ways
- Increased advocacy and campaigning, in light of external pressures
- Increase PR and media engagement
- Improved and increased research, and opportunities
- New and improved partnerships with other trade bodies, in particular our equivalents across Europe, the US, Australia – RGCA, PVD, BVCNL, GPCA
- Membership opportunities for networking and sharing of best practice in our website
- The Trivial Tax Benefits campaign
- Training opportunities for the sector

What to expect next?

What to continue to expect?

- Networking
- Great Conference
- Our Hall of Fame Awards
- Online Events
- Advocacy
- Great Research
- Comms and Updates on the sector



In the next few months...

Board Elections in November & December

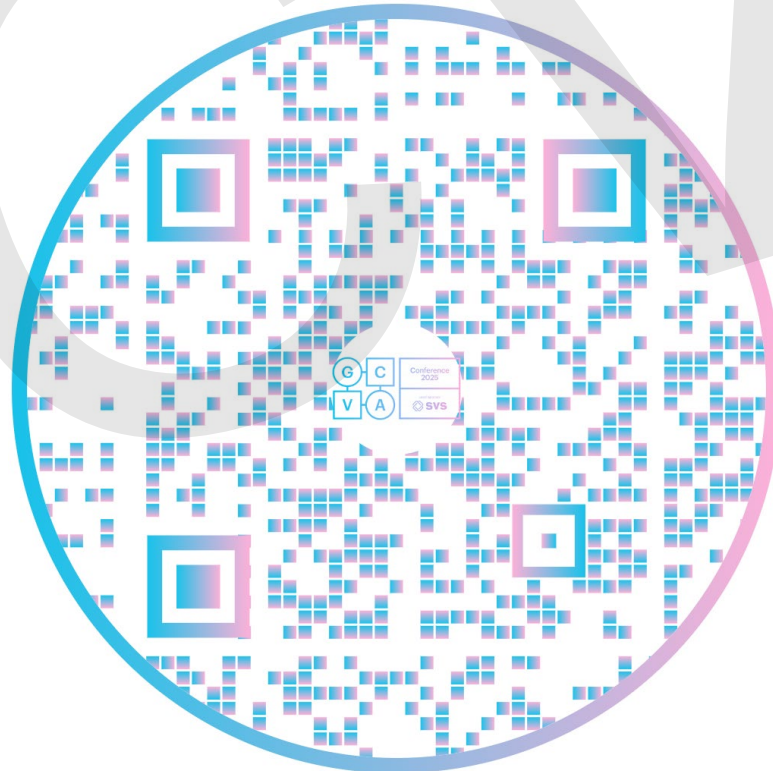
- 2 service provider slots will be open for nominations
- There will be a new position for a Board Member from one of our international companies

Description	Date
Call for nominations	Monday 11th November 2024
Nominations close	Monday 25th November 2024
Pre-interview with executive members	Monday 2nd December - Friday 6th December 2024
Ballot papers issued to key member contact	Monday 9th December 2024
Ballot closes	Friday 13th December 2024
Results announced	Wednesday 18th December 2024

In the next few months...

Events – register by scanning the QR codes

- GCVA Conference 2025 –
New look, new feel, Early Bird tickets available now!



In the next few months...

Events – register by scanning the QR codes

- Fraud Forum
Thursday 21 November
- Open Forum
Wednesday 4 December



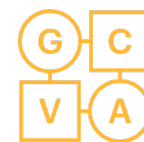
HOLD THE DATE

European Financial Integrity Summit

- 15 May 2025



BrancheVereniging
Cadeaukaarten Nederland



Gift Card
& Voucher
Association

Tickets on sale soon

We hope to see you there!

Thank you

Any questions?

BREAK

Next session at
11.45am

45 mins