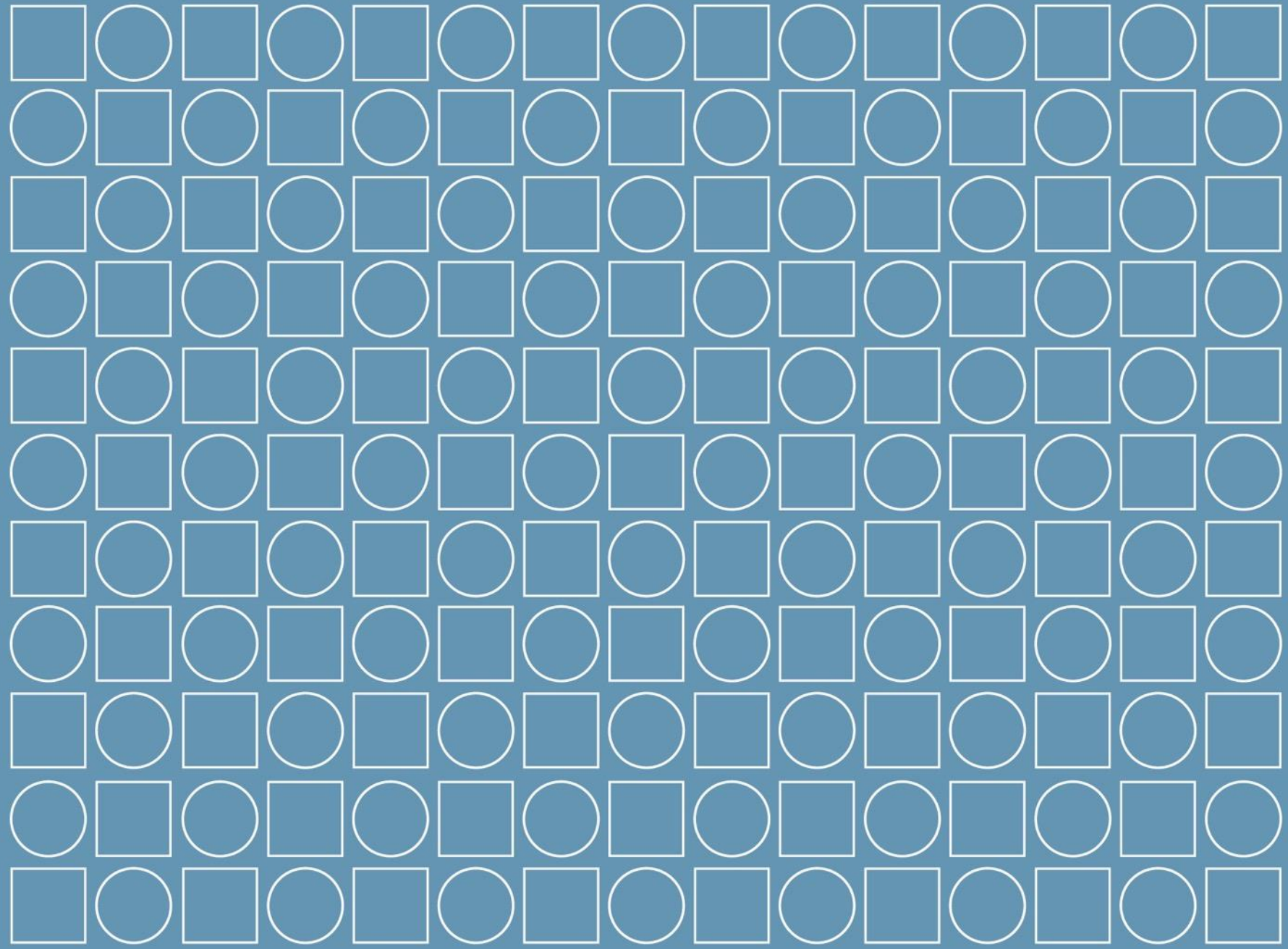


GCVA & PR
Agency One

Press & Media
Coverage

September 2022



A1 Retail– Valuing the industry figures release



Title: A1 Retail

Date: 01.09.22

Link: <https://www.a1retailmagazine.com/latest-news/charities-enter-7billion-gift-card-market/>

MUU: 7,170

DA: 36



Charities enter £7billion gift card market with first UK-wide high street scheme



The Charity Shop Gift Card is helping charities to collectively tap into the UK's £7billion gift card for the first time. Launched in partnership with the Charity Retail Association,

The Charity Shop Gift Card is helping charities to collectively tap into the UK's £7billion gift card for the first time. Launched in partnership with the Charity Retail Association, the UK's most sustainable shopping gift card yet and the first single gift card that is available to spend in multiple charity shops across the UK.

It is already being accepted across the UK through the national network of shops of its launch partner charities, Marie Curie UK, The Children's Society, YMCA England & Wales, Shelter UK, Sense and Crisis, as well as a host of regional charities. It is anticipated 2,500 shops will be part of the scheme by the end of the year.

For consumers, The Charity Shop Gift Card will help them give more sustainably, buy more consciously, and support good causes.

For charities, it is their first collective opportunity to tap into the thriving UK gift card market which is worth £7billion a year and growing.

As a social enterprise, The Charity Shop Gift Card will use the majority of annual profits from sales to fund cards for good causes to donate to the communities they are supporting.

The Charity Retail Association (CRA) says sales at its members' stores are almost 10% higher than they were pre-Covid (2020). This growth is being driven by a shift towards sustainable shopping. For some it is a desire to protect the environment and a necessity for others as the cost-of-living crisis bites.

With statistics showing that over 20% of people introduced to a new brand through a gift card going on to be a regular customer*, The Charity Shop Gift has the potential to introduce more people to second-hand shopping, further supporting the environment, household budgets and boosting charity income.

The CRA has 450 members with 9,000 shops and together they are already diverting over 300,000 tonnes of textiles away from landfill and contributing over £300million to help fund the work of their parent charities**.

Robin Osterley, Chief Executive of the Charity Retail Association, said: "There is an ever-growing number of environmentally aware people who are keen to buy from charity shops and want to encourage their family and friends to do the same. Our members are enthusiastic about being able to tap into this zeitgeist via a thriving gift card market. This really is a gift card for good and it's exciting to see it getting started."

GIFT CARD USE SOARS AS EMPLOYERS LOOK TO SUPPORT STAFF THROUGH COST OF LIVING CRISIS

September 2, 2022

Wealth Tribune

Title: Wealth Tribune

Date: 02.09.22

Link: <https://wealthtribune.com/gift-card-use-soars-as-employers-look-to-support-staff-through-cost-of-living-crisis/>

MUU: 6,060

DA: 55



As employers seek innovative ways to support their staff through the cost of living crisis, new research has revealed that use of gift cards as an employee benefit has increased significantly.

According to the latest analysis by the [Gift Card and Voucher Association \(GCVA\)](#) and [KPMG UK](#), sales of gift cards to businesses for use as an employee benefit have soared by 59.2%. This is a result of increased efforts from businesses to provide their employees with access to discounted offers on products and essentials to help to tackle rising costs.

The use of gift cards for rewards and incentives has also risen by 26.8%, reflecting the increasing need for employers to motivate and retain staff, as well as attract new talent, as the recruitment markets becomes more competitive.

Business Express

Title: Business Express

Date: 02.09.22

Link: : <https://business.express/gift-card-use-soars-as-employers-look-to-support-staff-through-cost-of-living-crisis/>

MUU: 5,400

DA: 58

GIFT CARD USE SOARS AS EMPLOYERS LOOK TO SUPPORT STAFF THROUGH COST OF LIVING CRISIS

September 2, 2022



As employers seek innovative ways to support their staff through the cost of living crisis, new research has revealed that use of gift cards as an employee benefit has increased significantly.

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TotalRetail

The Retailer's Source for Content & Community

Title: TotalRetail

Date: 21.09.22

Link: <https://www.mytotalretail.com/article/ranking-uk-merchants-with-top-omnicommerce-gift-card-programs/>

MUU: 87,150

DA: 59



Ranking the UK Merchants With the Top Omnicommerce Gift Card Programs

NAPCO Research, in conjunction with [Blackhawk Network](#), recently executed a comprehensive review of the state of U.K.-based merchants' gift card offerings. The subsequent [report](#) included an assessment of retailers' e-commerce/digital, mobile, and in-store gift card offerings, providing an omnicommerce view into the consumer gift card purchase and recipient experience.

The report features data and analysis from the assessment of 50 U.K.-based merchants. Those merchants, which represented a range of product verticals, were evaluated across 169 unique criteria. Key components evaluated included the online consumer purchase and recipient experience of both digital and physical cards (e.g., ease of discoverability, payment options, delivery options); in-store consumer purchase experience of physical cards (e.g., how well-stocked were gift card checkstands and fixtures; how helpful was signage); and the mobile consumer purchase and recipient experience of digital and physical cards, as well as in-store mobile payment options and functionality.

The research was conducted from November 2021 to February 2022. Our analysts went through the research and buying experience, purchasing both physical and digital gift cards from each of the 50 retailers evaluated.

What's at stake? Research from the [Gift Card & Voucher Association \(GCVA\)](#) reports that the U.K. gift card market saw an overall rolling year-over-year growth of 8.2 percent in 2021, and a robust 13.6 percent increase from 2019 levels. That market size is expected to continue its upward trajectory in 2022 and subsequent years to come.

A1 Retail – Hall of Fame Awards Release



Title: A1 Retail

Date: 22.09.22

Link: <https://www.a1retailmagazine.com/latest-news/gift-card-sector-celebrates-success/>

MUU: 7,170

DA: 36



Gift card sector celebrates success at annual Hall of Fame Awards

Published On: 22nd September 2022 | Categories: Awards, Company News, Latest News | By Carley Espinoza



The winners of the 2022 GCVA Hall of Fame Awards, which celebrate the best of the UK gift card and voucher industry, have been announced.

Hosted by the [Gift Card and Voucher Association](#) (GCVA), the awards showcase the members' depth and breadth of products, programmes, initiatives and activities across the retail, leisure, incentives and payment sectors. Winners of the ten categories were announced at a prestigious ceremony at the Landmark London.

Charity, health, and revitalising the high street were common themes amongst this year's winners, along with ESG innovation within the sector. The variety of winning organisations demonstrated the multifaceted nature of gift cards as they continue to be utilised in innovative ways to meet customer demand and respond to new local and global challenges.

Blackhawk Network (BHN) were the stand out winners of the night taking home two major awards, the first being "Industry Service Provider of the Year" for its use of research to innovate both the B2B and B2C sector, whilst educating and inspiring other organisations in the industry to make a real impact.

The organisation also won one of the most prestigious awards of the night, "GCVA Organisation of the Year" a new category introduced for 2022 to recognise the members who have made the biggest impact and reward the exceptional efforts of businesses of varying sizes. The category was split into two awards, with Miconex taking home "GCVA Small Medium Business of the Year" which recognised the business' efforts to support local businesses, whilst also shining a light on the crucial role gift cards can play in boosting local economies.

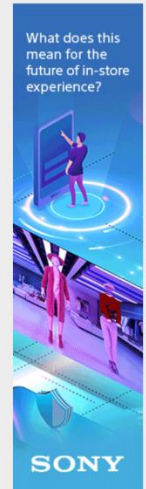
The Charity Shop Gift Card won "The Most Innovative Initiative" and was praised by judges for being a "real feel good" product, serving a key demographic and filling a gap in the market that is crucial in the current climate.

Reward and recognition experts Motivate won the strongly contended "Big ESG Award". The company was recognised for its mission to become B Corp certified and for using its experience to help other organisations to strive for the same standards.

Tesco Bank were the winners of the "Industry Retailer & Issuer of the Year" award for the second year running. Demonstrating agility and innovation through its promotion, the business was praised for going above and beyond to drive growth, increase sales and support collaboration.

Taking the B2B sector by storm was the provider of the UK's first positive mental health gift card, Healthy Minds Club. The organisation won the "Best B2B Product or Service" category and was awarded for utilising new technology and digital platforms to offer a proactive well-tech solution which addresses a gap in the market.

The commendable bounce back of the leisure industry was recognised when travel card provider, Inspire Europe, secured the "Best Retailer/Issuer Product or Service" award. The business was celebrated for delivering a bespoke service for the Government, which utilises gift cards to fund family holidays for low-income families who are raising disabled and seriously ill children.



August 2022 issue



Incentive & Motivation – KPMG/SoN 2022 figures

Incentive & Motivation

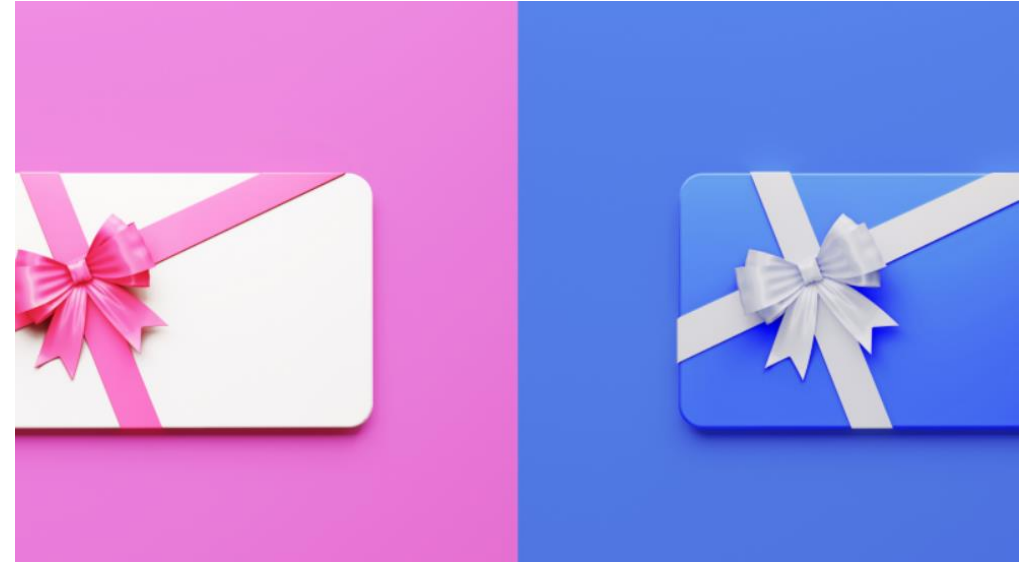
Title: Incentive & Motivation

Date: 27.09.22

Link: <https://incentiveandmotivation.com/gift-cards-for-employees-what-you-need-to-know/>

MUU: 3,660

DA: 34



Gift Cards for Employees: What You Need to Know

 27 September 2022  Elaine  0 Comments

A gift card to employees is a great way to show your appreciation for all their hard work. It can also be a great way to motivate them and keep them happy. In 2022, the GCVA revealed that employee benefit, reward and B2B schemes powered by gift cards continue to increase in significance; and 39.5% of consumers received at least one gift card over the last three years through work rewards or incentives.

In this article, we will discuss the ins and outs of gift cards for employees. We will cover everything from how to choose the right gift card to how to distribute it effectively.

The history of gift cards in the UK can be traced back to the early 1990s when retailers started offering “gift vouchers” as an alternative to cash. These vouchers could be used to purchase items in-store or online, and they quickly became a popular way to give gifts. In recent years, gift cards have become even more popular, with many people choosing them over traditional gifts such as flowers or chocolates.

Business Mondays – Hall of Fame Awards release



Title: Business Mondays

Date: 27.09.22

Link: <https://businessmondays.co.uk/gift-card-sector-celebrates-success-at-annual-hall-of-fame-awards/>

MUU: 4,800



Gift Card Sector Celebrates Success At Annual Hall Of Fame Awards



The winners of the 2022 GCVA Hall of Fame Awards, which celebrate the best of the UK gift card and voucher industry, have been announced.

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The Business Journal– Hall Of Fame Awards Miconex Comment



Title: The Business Journal

Date: 27.09.22

Link: <https://thebusinessjournal.co.uk/london/miconex-enters-the-hall-of-fame-thanks-to-high-street-boosting-gift-cards/>

MUU: 5,000

Miconex enters the hall of fame thanks to high street boosting gift cards



Fintech Miconex picked up the award for Small to Medium Business of the Year at the 2022 GCVA Hall of Fame awards – held on the 14th September at The Landmark in London.

Daily Record– Hall Of Fame Awards Miconex Comment



Title: Daily Record

Date: 27.09.22

Link: <https://www.dailyrecord.co.uk/news/local-news/perth-financial-technology-company-miconex-28097930>

MUU: 1,472,130

Perth financial technology company Miconex wins Business of the Year award

The enterprise responsible for creating the Perth Card and other gift card programmes across the UK and in the US was celebrated at the Gift Card and Voucher Association ceremony



A **Perth** financial technology company has gained national acclaim after picking up the gong for Small to Medium Business of the Year at an awards ceremony.

Miconex, responsible for creating the **Perth** Card and other gift card programmes across the UK and in the US, was celebrated at the Gift Card and Voucher Association ceremony on September 14 at The Landmark in London.

Perthshire Advertiser— Hall Of Fame Awards Miconex comment

**PERTSHIRE
ADVERTISER**

Title: Perthshire Advertiser

Date: 27.09.22

Page Number: Page 8

MUU: 6,853

 Gift Card
& Voucher
Association

'Love Local' gift card company lifts award

ROBBIE CHALMERS

A Perth financial technology company has gained national acclaim after picking up the gong for Small to Medium Business of the Year at an awards ceremony.

Miconex, responsible for creating the Perth Card and other gift card programmes across the UK and in the US, was celebrated at the Gift Card and Voucher Association ceremony on September 14 at The Landmark in London.

A vision to support local businesses and help stimulate local economies was the driver for Miconex, based in Perth's Rose Terrace, being honoured.

Colin Munro, managing director of Miconex said it was both a surprise and an honour to be presented with the award, alongside chief operating officer Leigh Brown.

Colin said: "To receive the Small to Medium Business of the Year award from the GCVA, an organisation which is a positive force within the gift card industry and that we hold the greatest respect for, is a proud moment for us.

"It has been a time of huge growth for Miconex, with significant expansion, and a number of ambitious and exciting projects.

"Our focus remains on delivering initiatives worldwide which lock in money for businesses, increase footfall and drive local spend, and our thanks go to our places, partners, people and customers."

The accolade for Miconex comes after an extremely busy 12 months for the Fair City operator, including the national rollout of Scottish Government backed Scotland Loves Local Gift Cards for every region of Scotland, working alongside Scotland's Towns Partnership (STP).

The Scotland Loves Local Gift Card is part of STP's wider Scotland Loves Local campaign, encouraging people in Scotland to think local first and support local high street businesses.

Miconex commenced distribution of 83,000 Scotland Loves Local Glasgow Gift Cards in August 2022, following funding from Glasgow City Council to provide the gift card to low income families in the city in a bid to kick start the local economy, and provide support for local businesses.

Over £3.5 million has already been spent with Glasgow businesses.

Miconex's first local gift card, the Perth Gift Card, launched in 2015 using a model that is fee free for businesses.

Seven years later, Miconex's Town and City Gift Card and Downtown Gift Card programmes are active in over 150 places in the UK, Ireland, Canada and the USA.

Over 10,000 businesses are part of Miconex programmes, with over £25 million spent in local businesses to date.

Gail Cohen, director general of the GCVA, said: "Miconex has been a real force for good in the gift card industry, passionate about supporting local businesses and boosting local economies.

"It's been a long period of uncertainty for local businesses, with the challenges of the pandemic and now the pressure of rising costs.

"However, Miconex's Town and City Gift Card programme has really highlighted the role that gift cards can play in our communities to lock in money, drive footfall and boost economic activity, helping businesses to withstand the challenges they face.

"Miconex's hard-working, resilient team are extremely deserving winners of this prestigious new award, determined by the GCVA executive board, which recognises the honourable commitment of small to medium businesses to the gift card industry."