

GCVA Conference 2025

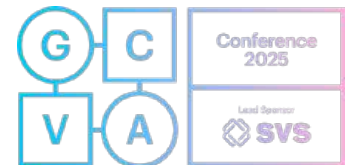
5&6 March

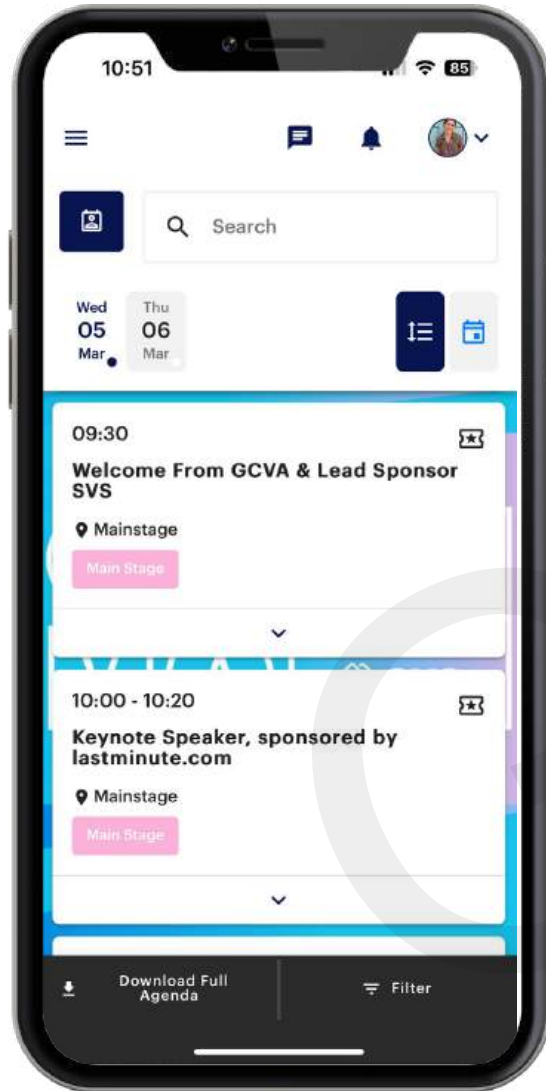


Welcome



Dr. Hannah Shimko
Managing Director,
GCVA





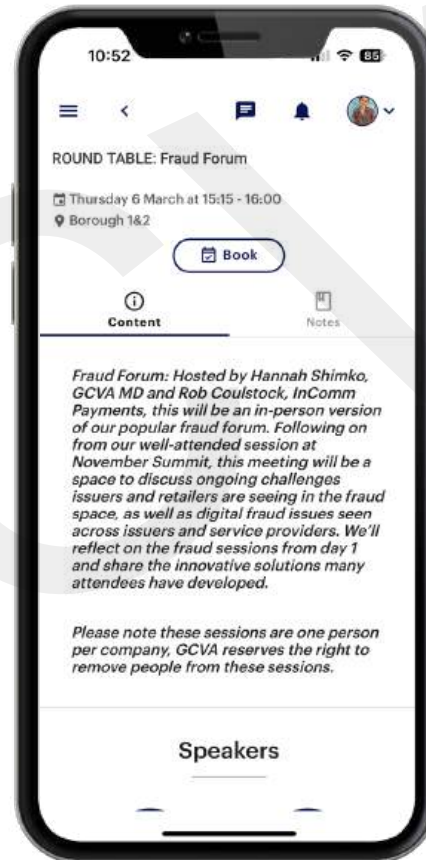
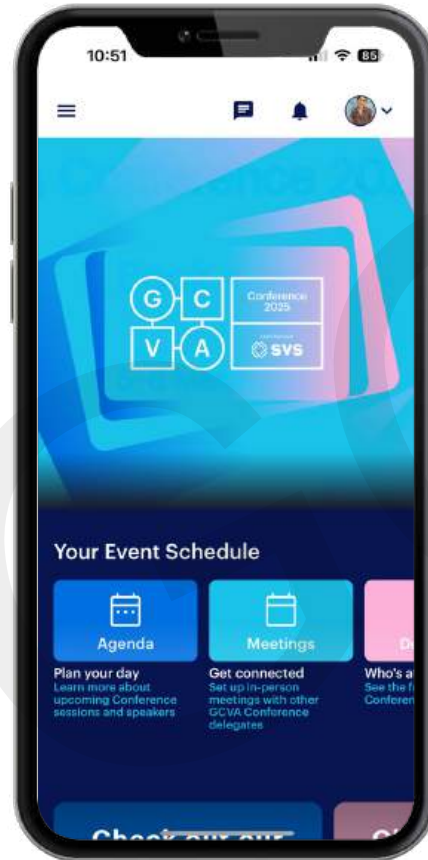
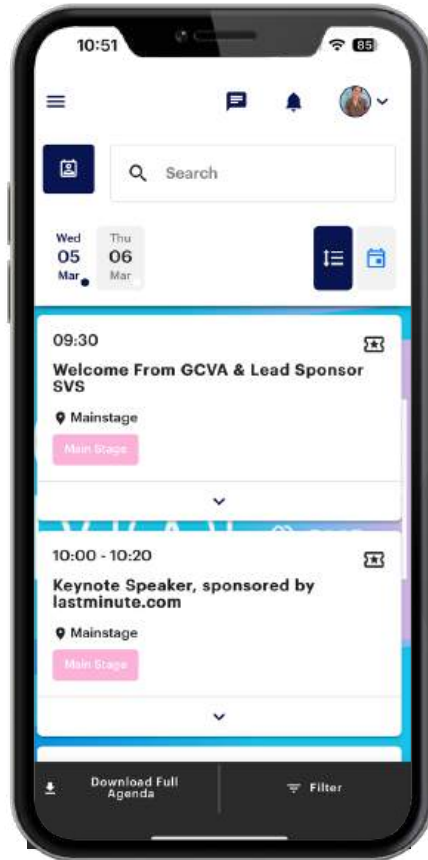
AGENDA

Download GCVA Conference Networking App for official agenda and add sessions to your Event Schedule

Event code:
gcvaconference2025

Turn on push notifications for live updates

GCVA Conference Networking App



Download the CrowdComms App to connect with delegates, book meetings and view our amazing sponsors

WIFI

Stay Connected at the GCVA Conference 2025

Username: **ONEPREPAID**

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Technology Sponsor:

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Use **#GCVACConf25**
on any LinkedIn posts

GCVA Conference 2025

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Conference 2025

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Exhibitors

Gold



Silver



Bronze



Quick X



Partners



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5&6 March



GCVA Peak Review with GlobalData



Hannah Shimko
Managing Director
GCVA



Joseph Robinson
Director of Consulting
– EMEA
GlobalData



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

Peak 2024, Top Takeaways

Positive year-on-year performance for Gifting over December

Physical gifting saw bounce back compared to 2023

Self-use purchasing increased across November and December

Online physical outperformed digital

Single brand/retail gift cards reign supreme over Christmas

Experience, Leisure and Gaming viewed as strong gifting options

Peak 2024, Top Takeaways

- UK Retail benefitted from a positive Peak 2024.
- Higher wage growth and lower inflation meant shopper felt more flush, with fewer making late changes to plans due to finances.
- Christmas purchases were made more thoughtfully.
- Retailers perceived as offering quality products, that justified price points, were the winners... whilst most discounters and value players lost share over the festive peak.
- Better growth forecast for UK Retail in 2025, driven by inflation and positive volumes.

GCVA Peak Review with GlobalData



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Managing Director
GCVA



Joseph Robinson
Director of Consulting
– EMEA
GlobalData



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

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WiiN x GCVA: Profit, Power, and Perspective

Why Women Must Be at the Table



Victoria Evans

Head of Business
Development &
Engagement
GCVA



Rocio Liebana

Founder & CEO
RLC Solutions; WiiN



Jackie Barker

Head of Partnerships UK
and Europe
Prezzee; WiiN



Alizja Conteh

Managing Director
Givex; WiiN

WiiN x GCVA: Profit, Power, and Perspective

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Alizja Conteh

Managing Director
Givex; WiiN

BREAK

See you at

11:55

40 mins

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Levelling Up: The Role of Gift Cards in the Gaming Ecosystem



Richard Robertson
Regional Director
epay



Madeleine Babey
Director Retail and
Payments Activation
GooglePlay



Mohit Manglani
Senior Commercial Lead,
Gift Cards
EZ Cards



Rob Stevenson
Director
3Gaming Pillars

Gaming Market in 2024 was Worth \$187.7Bn +2.1%

The number of **global players** was **3.42 billion** in 2024 **+4.5%** year-on-year **enabled** significantly by **PC player growth**



Console players in 2024
630M

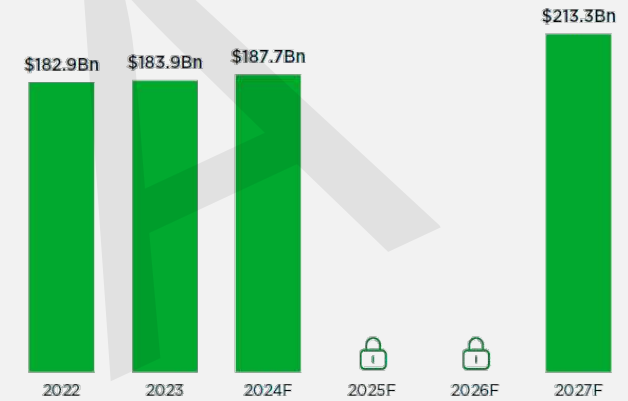


PC players in 2024
908M



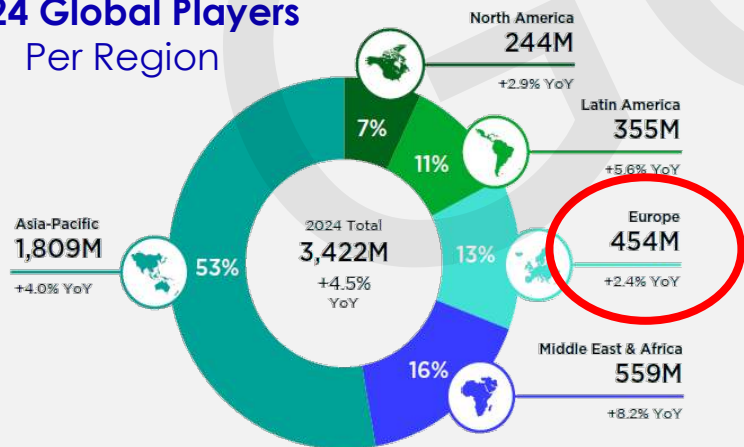
Mobile players in 2024
2,848M

Global game revenues forecasted to grow to **\$213Bn**

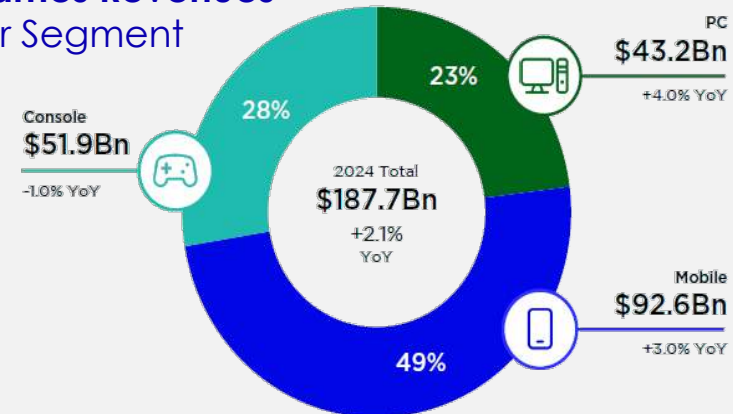


CAGR (2022-2027) of +3.1%

2024 Global Players Per Region



2024 Games Revenues Per Segment



Gaming Fast Facts 2024

1 in 3 households in the USA have Nintendo Switches

Nintendo offers 18k games vs Steam has

Steam has 132m monthly active users worldwide

37% of time played on Steam was on Games 8 years +

All platforms are key & the gaming community continues to grow creating a bigger opportunity for gift cards

On Mobile

Candy Crush Saga is No1 with over 500m players

Console

EA Sports FC 25 was No1 in Europe

On PC

Call of Duty Black Ops 6 was No1

GTA5 has sold over 200m units to date

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5&6 March



GCVA Trivial Benefits Campaign 2025: Launch



Natasha Egan-Sjodin

Senior Director
WA Comms



Marc Woolfson

Founding Partner
WA Comms



GCVA: Launching the trivial benefits campaign

Presentation by WA Communications



Why we're here today

**To help the GCVA launch a
new campaign to increase
the trivial benefits allowance**



1. What is the trivial benefits allowance?

GCVVA



- **A tax-free employee benefit**
- **Capped at £50 or less**
- **Usually delivered via gift cards**

**The campaign will call on
Government to agree an increase
to the trivial benefit allowance to
£500, £1,000 or £1,500**

2. Why now?

GCLVA



Opportunity 1:
Cost of living is central to Starmer's agenda

We need to show how an increased trivial benefit allowance will help households address the rising cost of living by increasing purchasing power.

Opportunity 2:
Economic growth needs a productivity revolution

Highlight employee engagement as a route to building productive, engaged workplaces as part of the future of work agenda.

Opportunity 3:
Revitalising high streets needs more local spending

Show how increased use of gift cards will support local people to spend on their high streets, supporting communities and retailers.

Opportunity 4:
Businesses need tools to attract and retain the best

Demonstrate how other markets – i.e. Ireland – are evolving their attitude to benefits allowance to better support employers and employees and attract global talent.

3. What the campaign will look like

GCCVA



It's Not Trivial

Support an increase to the trivial benefit allowance

 Gift Card
& Voucher
Association



It's Not Trivial

Support an increase to the trivial benefit allowance

Reason 1.

It has a clear call-to-action to support GCVA

Reason 2.

It aligns with our messaging of standing up for increasing the trivial tax benefit allowance

Reason 3.

It can be used by your members, employers and even employees to engage with MPs

Reason 4.

It can be deployed across multiple audiences and themes

4. How the campaign will be delivered

GCCVA



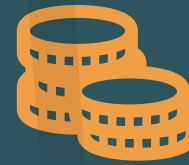
Building a powerful economic case



Head off challenges from the Treasury



Include scenarios for an increase to £500, £1,000 and £1,500



Focus on economic generative benefits, increased household spend and tax saving for employers



Package up for use across campaign materials

Identifying and reaching the right people



Government

Parliament

Industry

Mobilising the case to Government

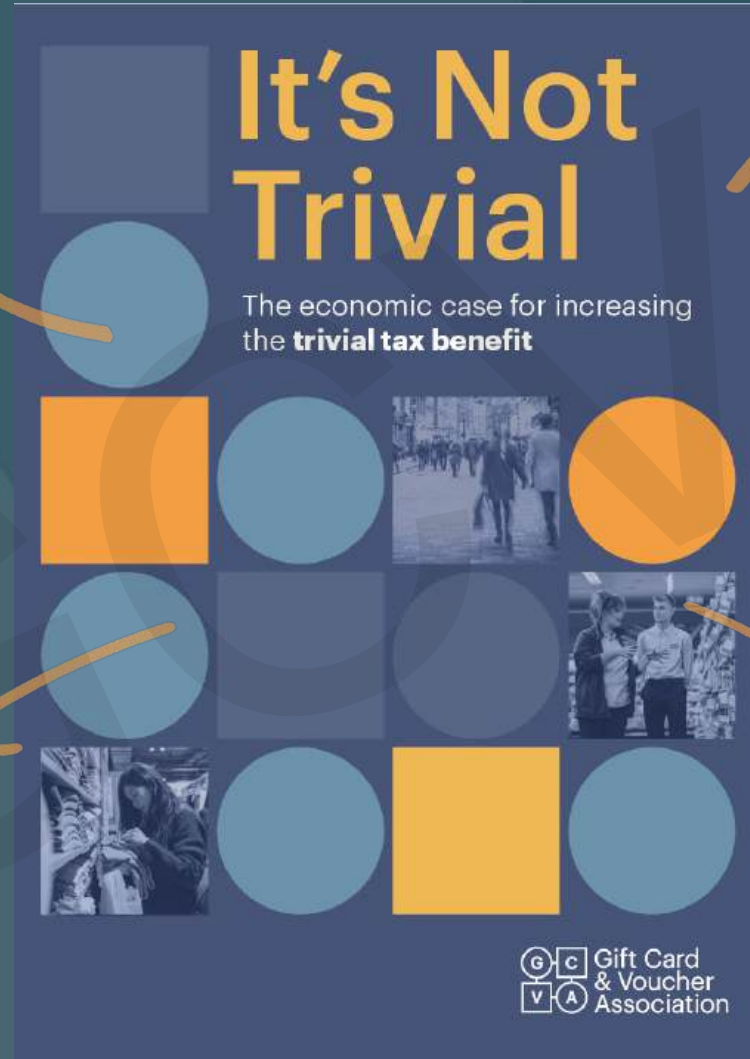


Direct HM Treasury engagement

Public campaign aimed at Government

Drawing on the Ireland example

Sustained social media campaign



5. How you can get involved

GCVWA



What we need from you

- **Engagement with the campaign**
- **Case studies and data**
- **Getting the message out**





W



wacomms.co.uk

Thanks to our Trivial Benefits Funders

So far we've raised...



Next:

Pre Booked Roundtables or Open Networking

14:20 (45min)

- International Working Group - Hannah Shimko, GCVA, & Federica Foldes, *lastminute.com*
- Legal & Policy Working Group - Siobhan Moore, *Keystone Law*

15:15 (45 min)

- Fraud Forum - Hannah Shimko, GCVA, & Rob Coulstock, *InComm Payments Europe*
- Retailer Forum - Warren Humphries, *M&S*, & Annabel Le May, *John Lewis*
(Open to retailers ONLY)

Limited to 1 x company representative per Roundtable

*You **must have prebooked** for these roundtables to attend*

LUNCH

Pre booked roundtables
begin at

14:20

1h 15 mins

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5&6 March



GCVA Trivial Benefits Campaign Q&A



Adam Hobbs

GCVA Executive Co-Chair
& MD
Lifestyle, part of
Motivates



James Malia

GCVA Executive &
President, Europe
Prezsee UK Ltd



**Natasha
Egan-Sjodin**

Senior Director
WA Comms



Chris Ronald

VP EMEA B2B -
Incentives, Rewards &
Benefits
BHN

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BREAK

See you at
16:05

40 mins

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The Gifting Generation: Innovation and Trends Shaping Emerging Demographics



Alec Donald

GCVA Executive & Retail
Vertical Lead
Edenred Payment Solutions



David Wall

Chief Commercial
Officer
Tillo



Scott Aird

Vice President of Global
Business Development
and Gaming
BHN



Federica Foldes

GCVA Executive &
International Sales
Optimizer
lastminute.com

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GCVA Executive Co-Chairs



Adam Hobbs

GCVA Executive
Co-Chair & MD
Lifestyle, part of Motivates



Siobhan Moore

GCVA Executive Co-Chair
& Partner
Keystone Law



**Time for our GCVA
Rewards Race Winners**

Thank you to our in-kind sponsors



1st Place

£500 travel prize giveaway

[lastminute.com](https://www.lastminute.com)



2nd Place

F1® DRIVE Elite Karting Experience
with The Dare Skywalk for Two at
Tottenham Hotspur Stadium



Virgin
EXPERIENCE
DAYS



2nd Place...

Lee Marchi

1st Place...

Charlotte Atkinson

**Congratulations to all
participants**

European Financial Integrity Summit

Amsterdam 2025

15 May 2025

Book Now:

Use code below for 10% off
until 12th March

GCVAConfEFIS10





GCVA 2025 Hall of Fame Awards

18 September 2025

Northumberland Avenue, London WC2N 5BY

Thursday 18 September

**8 Northumberland
Avenue,
London, WC2N 5BY**

ENTRIES OPEN SOON

Free for GCVA Members

Non-members: £175 per entry

Sponsorship

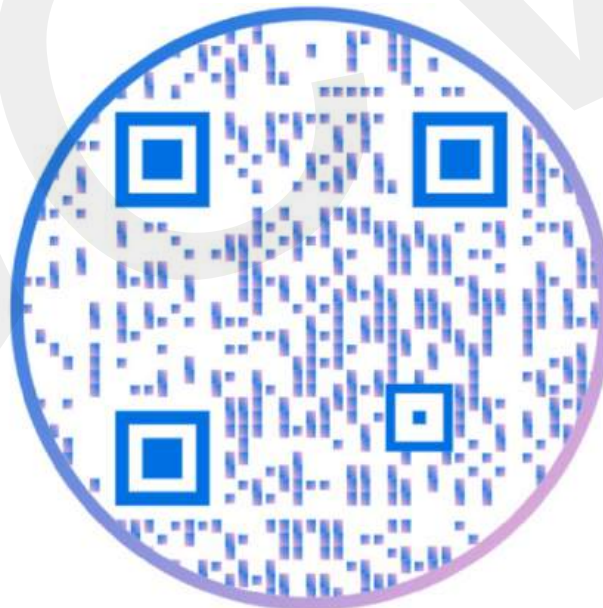
GOLD	£25,000
SILVER	£15,000
BRONZE	£7,500
AWARDS CATEGORY	£4,000

Table Pricing

GOLD (12 positions, prime position + champagne)	Member Cost: £4,950 Non-member Cost: £7,950 NEW
SILVER (12 positions)	Member Cost: £3,600 Non-member Cost: £4,950 NEW
SINGLE TICKETS	Member Cost: £300 ex vat Non-member Cost: £425 ex vat NEW

Join the GCVA

Head to the GCVA desk to sign up and
get **10% off membership** or discover
the benefits via the QR Code



**Member application must be
received before 20 March 2025*

GCVA Conference Wrap Up Session



Adam Hobbs
GCVA Executive
Co-Chair & MD
Lifestyle, part of Motivates



Siobhan Moore
GCVA Executive Co-Chair,
Partner
Keystone Law



Alisdair Cameron
Strategy Manager, Gift Cards &
Energy | GM Commercial
Sainsbury's Supermarkets Ltd



Annabel Le May
Senior Commercial Lead,
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Rob Coulstock
Business Unit Director -
Commercial Development
InComm Europe



Katie Cannon
Managing Director
Jigsaw Business
Solutions



Federica Foldes
International Sales
Optimizer
lastminute.com



THANK YOU TO
EVERYONE WHO
MAKES THIS
POSSIBLE

**THANK YOU
SO MUCH FOR
COMING!**

European Financial Integrity Summit

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