

MEDIA RELEASE

Kreuzlingen, 24 October 2018

"wee" cashback system stands out in market development and penetration

With regard to 2019, weeMarketplace AG, a company under the umbrella of the Swiss Fintec Invest AG, Kreuzlingen (CH), has now taken decisive steps: As part of the Europe-wide metropolitan strategy, the pilot from Munich reported sustained successes in market development, as more than 1,000 local retailers have already joined the "wee" cashback system in the Bavarian state capital as part of the "wee love Munich" campaign.

CRM expert team supports "wee"

Jan Boluminski (49) is responsible for the strategic market development and revival of the wee Marketplace. He is a former consultant at Roland Berger and co-founder of Payback, now the largest German bonus programme. With more than 1,000 well-known online shops, the wee Marketplace networks online shopping at wee.com with stationary retailers. When shopping online here, discounts achieved in the form of "wee" (one wee = one euro) can be used by consumers only when shopping in the retail trade, or alternatively be paid to their own current accounts.

Munich has been "cracked"

"In the difficult Munich retail trade," says Boluminski, who was sourced in for "wee" with his team of CRM/loyalty specialists from the internationally operating Involved GmbH, "we have now delivered the proof of concept. I am sure that the final target of 4,000 affiliated retailers in the area will be finally achieved in the first quarter of 2019 at the latest. 400,000 Munich residents can then look forward to lucrative discounts when shopping with the weeApp and weeCard."

Based on the skills developed in the Munich market, the further rollout of "wee" will take place in 20 European conurbations from 2019, accompanied in parallel by the intensive expansion of the wee.com portal.

E-money licence as a guarantee of European expansion

Through cooperation with a well-known bank, weeMarketplace AG secures further assets in its market progress: this partnership will include access to and use of an e-money licence for European expansion. Dr. Leo Schruttt (61), Chairman of the Board of Directors of Swiss Fintec Invest AG, is pleased about the current positive developments: "The success in reviving the wee Marketplace, and here I would also like to highlight the successful progress made with the world's first open arena payment system in our own weeArena, as well as with the future use of an e-money licence, means there are now no more obstacles to prevent the implementation of our corporate strategy."

Which bank is part of the sustainable partnership will be formally communicated after the ratification of the contracts in the context of the following strategic steps.

Swiss Fintec Invest AG
Ewald Schmutz, Secretary
Burgstrasse 8, 8280 Kreuzlingen, Switzerland
Tel. +41 71 888 32 88