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300 000 transactions on connected screens Reach a 40% conversion rate to sales: The adoption of screen-commerce is well on its way!

Placing a contactless card on a screen to pick-up a coupon or pay for a product: a gesture until recently unknown is now starting to become commonplace. More than 55 000 people in France have already used ThinkandGo's – a brand of Ingenico - connected screens. Designed to revolutionize the consumers journey, connected screens are reinventing the « phygital » shopper experience.

2 years after the first screen deployments, the first tendencies are surfacing

300 screens installed worldwide, 800 000 transactions worldwide including 300 000 in France alone in retail, commercial centers, public transport, banking, Telco's... allowing to build a first picture of connected screens usage and performance as well as the user profiles and their expectations.

The Drive-to-Store offers: Champion in performance and sales conversion

The ability of these screens to trigger a sale appears as one of the main highlights of this report: with an average transformation to sales rate of 20%, connected screens *Drive-to-store* are 10-20 times more efficient than all other methods of couponing.



La Croissanterie and la Française des Jeux (FDJ): unprecedented offers for a record transformation rate

At the Italie2 commercial center in Paris, the shop La Croissanterie offered consumers having taken a coupon on the connected screen wall by just simply placing their Navigo transport card on the screen a free coffee. Thanks to this operation the shop reached a record level of conversion of 40%, and on average 60 additional clients each day *"We are very satisfied with this operation which has generated a flow of customers and additional sales. The solution is very easy to use as well as providing advertising for our store"* stated the store Manager.

FDJ by proposing to win reductions on the sales of EuroMillion and Loto tickets has also generated a strong interest: 2300 consumers for a conversion rate of 35% in just 2 weeks. *"This solution has put new dynamics into sales of tickets. We have had many new clients whom do not regularly play and have taken advantage of this opportunity"* declared the retailer.

Since 1st January 2017, in the Italie2 commercial center more than 20 500 coupons have been delivered to 7 000 individual users, attracted by the targeted offers which are close to the sales outlets. These offers have resulted in an average sales transformation rate of 11%

High attractivity rates, without hostesses, completely autonomous.

The use of screens and the understanding of how offers are taken are done intuitively as the connected screens function without any hostess. *“The high performance of the connected screens lies in the simplicity to interact with the screens content in less than 1 second using any NFC object (phones, cards, watches, wristbands....) and the possibility to have several people use the screen at the same time. This new way allows to engage 100% of consumers, therefore augmenting the efficiency unlike any other technology.”* stated Vincent Berge, CEO and Founder at Think&Go

A very satisfying experience for all parties involved.

The connected screens installation, usage, performance, were all measured in a survey at the Italie2 commercial center to confirm the success of this first year’s trial, with the stores and consumers having respectively given an average note of 8.6/10 and 9.2/10.

Payment on screen was equally popular with retailers and consumers, confirming also the interest for new payment use cases which will be trailed this year.

On a scale of 1 to 10 how do you note :

	Retailers	Shoppers
The usefulness of the operation	7	8.75
The simplicity of operation	8.4	9
The speed of execution	9	9
The clarity of the customer journey	8	9
The offer attractivity	8	8.4
The motivation to use again	10	10
The motivation to recommend to a friend	10	10
Your interest to pay on a screen	7.5	8,5

A new consumer fashion adopted by a public typically feminine.

This innovation has above all captured the attention of women users at 69.9% and the 26 to 41 age range.

According to a survey carried out by Attentive Ads*, connected screens have a bright future because 59% of the people surveyed would like to download music or free books simply by placing a card on the screen and 45% would appreciate to take promotions just by placing a connected object on the screen.

The ability to recharge one’s transport card directly on the screen installed in a metro station is for 52.8% of people simply *“revolutionary”*.

The take up of NFC payment is making significant advances, with 25% of people prepared to buy products on a screen. *“In France, the contactless payment cards and terminals are becoming more widespread. Connected screens will help promote NFC and simplify everyday life. We are at the beginning of a new way to consume, exchange and share information”* commented Vincent Berge. The contactless payment limit will change from 20€ to 30€ in the next few months which will allow this new way to pay to gain more ground. 36 000 payment

transactions have already been realized via Think&Go screens, mainly with operations including Visa, BNP Paribas, Mediatransports and Casino Group's SPAR-allowing to do your shopping directly on the screen. This new usage deployed last summer was highly appreciated by consumers.

*Internet survey carried out by Attentive Ads with an audience of 1000 people

About Think&Go

Think&Go created in 2010 is the inventor of connected screens (2 patents and 25 international awards including the prestigious Sesame at Cartes and the E-commerce in Paris). This breakthrough technology allows consumers to interact and exchange information with the screen in less than 1 second by simply placing a smartphone, contactless card near the screens image. Think&Go has already sold 300 screens worldwide to different markets including Retail, transport, digital signage, banks..with the applications Drive-to-Store allowing consumers to retrieve coupons and reductions with all connected objects. Think&Go forecasts up to 2000 connected screens by 2018. **Think&Go has been partially acquired in April 2016 by Ingenico, the worldwide leader in seamless payment solutions.**

Think&Go TV channel: <http://vimeo.com/channels/connectedscreens>

Additional Information: <http://www.thinkandgo-nfc.com/>

About Ingenico Group

Ingenico Group (Euronext: FR0000125346 - ING) is the global leader in seamless payment, providing smart, trusted and secure solutions to empower commerce across all channels, in-store, online and mobile. With the world's largest payment acceptance network, we deliver secure payment solutions with a local, national and international scope. We are the trusted world-class partner for financial institutions and retailers, from small merchants to several of the world's best-known global brands. Our solutions enable merchants to simplify payment and deliver their brand promise. Learn more at www.ingenico.us or twitter.com/IngenicoNA

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