

# ABOUT US

*We enrich relationships*

As leaders in loyalty, we know that the key to growing business is understanding how to influence the choices people make – as consumers and individuals. For 20 years, LoyaltyOne has designed, developed, and managed loyalty initiatives for retail, banking, grocery, utilities, manufacturing, government clients, and more. We help our clients get closer to their customers so they can understand them more thoroughly, engage them more effectively, and positively influence the choices they make.



*2013 Volunteer Fair*



*2013 AIR MILES for Social Change Soup Sisters*

## OUR UNIQUE ADVANTAGE

LoyaltyOne specializes in customer engagement; we drive retail business performance to create long-term loyalty. We know that a more engaged customer can become a more loyal customer. Using our customer-centric solutions, we not only optimize relationships one at a time, we create sustainable improvements in business performance, year after year. We help people to become more engaged with a brand, and that's what keeps them loyal over the long term.

We're passionate about understanding customer shopping patterns and rewarding their behaviour. We guide them toward opportunities that we know they'll value. We design extraordinary experiences to match their interests, tastes and dreams. And in doing so, we've forged more than 50 million customer relationships worldwide.

LoyaltyOne's innovative solutions set the pace and agenda of the loyalty industry. We deliver both the thought leadership and practitioner solutions that stand apart from the competition.

### *We offer:*

**Merchandising Solutions** – helping retailers and their vendors determine the optimum product assortment, pricing and shopper-centric promotional strategies.

**Loyalty Solutions** – helping marketers shape customer behaviour through rewards and other motivators that boost current spend and expand the overall base.

**Experience Solutions** – helping companies create more rewarding experiences throughout their stores and across all the channels in which they interact with customers.

Headquartered in Toronto, Ontario, we employ approximately 2,000 associates in offices in Canada, the United States, and throughout Europe. LoyaltyOne Co. is a division of Alliance Data, a leading provider of loyalty and marketing solutions.