



COMMUNIQUE DE PRESSE

bars&co, the french leader in themed bars & restaurants, relies on ADELYA NFC Loyalty Operator platform to interact with customers real time.

First bar & restaurant franchise to deploy a 100% web, mobile and NFC loyalty and CRM platform on the French market. An innovative service to forge customer relationships and develop intimacy.

Toulouse, France, January 19th 2010 – ADELYA, a leading company specialized in contactless and mobile loyalty and marketing services, announced today that bars&co, leading catering franchise in France, has chosen ADELYA Loyalty Operator NFC platform as their CRM solution for all their brands. The deployment of the ADELYA platform started in July 2009 for all retailers of the Group including Au Bureau, Café Leffe, Irish Corner and Belgian Beer Café shops. The objective is to have equipped 50% of all points of sales by 2010.

A common marketing tool to interact with consumers

In the catering business, it is critical to stay in touch with the consumers to favor intimacy. bars&co, an AB-InBev business, was eager to provide its retailers with a simple and efficient tool to communicate regularly with their consumers to extend its marketing reach. With ADELYA, bars&co benefits from a 100%web and mobile platform with all the interactive marketing services required to drive sales and develop customer loyalty. By offering an NFC loyalty card, bars&co is able to capture consumer coordinates but also contact preferences (sms, emails, print, twitter, facebook) making each customer selects his communication channel. Thus, it becomes easy by using the ADELYA platform to inform consumers about latest events at their favorite bar, made them discover new catering atmosphere, send them the best offers and coupons while recognizing their loyalty at each visit.

“ This is the first time that a bar and restaurant franchise deploys a NFC-based loyalty and marketing platform to all its retail stores.”» said Cédric LACOUT, bars&co CEO *“Beyond traditional loyalty programs, the incredible added-value comes from the ability for each of our bars & restaurants to interact with consumers in real time. Being able to communicate with a consumer at the right time with the right information on the preferred channel is a great tool to strengthen the bond with the customer and drives sales. The ADELYA platform was the most complete loyalty and marketing platform that also offered NFC services, including mobile payment devices in the short term.”*

A multi-brand, multi-program loyalty strategy

Country-wide communication tool, the ADELYA Loyalty Operator enables each franchisee of bars&co to offer its branded loyalty card and manage marketing campaigns locally. Nevertheless, the branded « Au Bureau » loyalty card is available at any bars&co store including all the Café Leffe, Irish Corner or Belgian Beer Cafés and vice versa. Thus, consumers can benefit from their advantages wherever and whenever they want. The ADELYA Loyalty Operator Platform automatically manages compensation programs between



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points of sales. Co-branded loyalty programs have also been experienced for a sponsored marketing operation with Coca-Cola. When the loyalty cards will be available on the NFC mobile phones, each loyal customer of a bars&co franchise will be automatically recognized only using the mobile phone.

The ADELYA platform is also a great tool for management. It provides the opportunity to publish branded and ready-to-send emailings for targeted promotions and events to all franchisees. Through the advanced reporting capabilities, management can easily analyze and compare consumer eating patterns at their different bars & restaurants. This is critical visibility to tune the selling strategy and optimize the traffic in the points of sales at the all potential eating moments – lunch, dinner, weekends. With the ADELYA platform, bars&co has access to qualified consumer information enabling the management and all their franchisees to imagine all kind of direct marketing operations to forge customer relationships and increase sales.

« At ADELYA, we thrive to provide retailers with easy-to-use and interactive loyalty services. » added Jean-François Novak, ADELYA CEO « We are very happy to help the catering industry boost their points of sale by providing marketing services that can use locally at each store within the corporate guidelines. Software As A Service, the ADELYA Loyalty Platform is very easy to deploy and can map without customization the organization and hierarchy of any retailer. »

About bars&co

bars&co is the leader in themed bars & restaurants in France with over 120 franchisees: Au Bureau, Café **Leffe**, **Irish Corner** et **Belgian Beer café**. bars&co is an AB InBev business.
www.bars-and-co.fr

About AB InBev

Anheuser-Busch InBev is the leading global brewer and one of the world's top five consumer products companies. The Best Beer Company in a Better World, the company has a strong, balanced portfolio. With four of the top ten selling beers in the world, Anheuser-Busch InBev holds the number one or number two position in over 20 key markets. It has a key presence in both developed and developing markets. Headquartered in Leuven, Belgium, Anheuser-Busch InBev leverages the collective strength of approximately 120 000 people in 25 countries worldwide. The company works through six operational Zones; North America, Latin America North, Latin America South, Western Europe, Central & Eastern Europe, and Asia Pacific, allowing our consumers around the world to enjoy our beers. With operations and license agreements around the globe, Anheuser-Busch InBev is a truly global brewer. www.ab-inbev.com

About ADELYA

Founded in 2005 by CRM pioneers, ADELYA provides Retailers with a web-based Loyalty and CRM Platform empowered with NFC contactless and mobile technologies.

True loyalty operator, ADELYA enables Retailers and points of sales to create a new type of customer relation with more interactivity, more freedom and more impact. Customer interactivity is now possible with the use of advanced technologies such as Web 2.0, mobile phones and NFC-enabled identification, all embedded in ADELYA Loyalty Platform.



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Software as a Service and multi communication channels, ADELYA Loyalty Platform offers innovative and interactive marketing services including loyalty cards, couponing, gift cards, marketing campaigns, promotions, analysis and reporting. ADELYA Loyalty Platform guarantees great interactivity at the point of sale using customer preferred communication channel: sms, emailing, mail, mobile phones, social networks.

From clothing to travelling via food and glass retailers, over 600 points of sales are using the ADELYA Loyalty Platform every day to push their relational programs and offers personalized loyalty services to their 750 000 consumers. Among them: Aéroport de Lyon, bars&co, Body One, Carlson Wagon Lit, Marco Serussi, Optical Discount, Tape à l'œil... More information on www.adelya.com

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