

# Helping grocery retailers get closer relations to the customers

Born out of retail Lobyco provides digital loyalty and engagement services to grocery retailers that want to give their customers a fun and frictionless shopping experience.



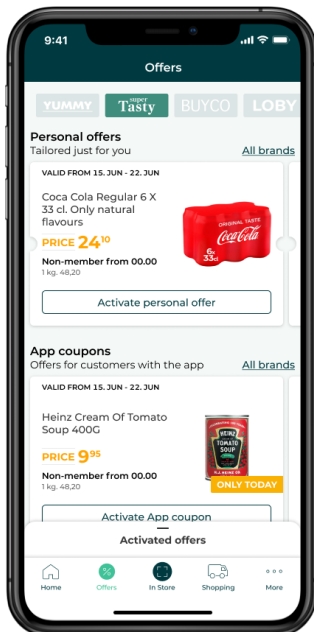
**Boost repeat purchases**



**Drive traffic to stores**



**Reward loyalty**



## What we offer

Lobyco provides an ecosystem of digital loyalty and engagement services that increases customer engagement and drives traffic to stores. Our keen focus is on enabling the services that fits your organizations business needs. Our services are modular which means that you can choose between the full white-label app or only include separate services that can integrate to your existing app ecosystem.

We share our insights and best practices from across the world and leverage domain expertise from our parent company.

## Key app features



**Games**



**Real time bonus**



**Stamp Cards**



**Personal offers**



**Mobile payment**



**Shopping lists**



**Scan & pay**



**Prime account**

# Why choose Lobyco?

*"This app is a breakthrough in the grocery market. With the latest technology, we are bringing the supermarket closer to our customers"*

Gunnar Egill Sigurðsson,  
Executive Director of Retail  
Operation, Samkaup.



## For Retailers by Retailers

Grocery retail is our **DNA**. We have lived the journey you are about to embark on and have taken other grocery retailers on the same journey with lots of **learnings to share**. All our developers have experience from **grocery retail** and the management has worked **+10 years in grocery retail**.



## Customer-oriented solution

We know how to influence the **behaviours of the consumers**. The Lobyco platform delivers **best-in-class services** to provide consumers with relevant engagement at home and in store. The platform, as well as our staff, is flexible and will enable our clients to **test, learn, modify and expand** in line with the changing behaviours of consumers.



## Battle-tested solution

We deliver **end-to-end services** that have been **battle-tested** in live production for 5 years. We understand the importance of **stability** and **operational efficiency** when working in a grocery retail environment with millions of daily transactions.



## The digital ecosystem

The true value is enabled within the ecosystem, creating **differentiated channels of engagement**. With an ecosystem of services our clients can **commercialize media channels** and create new revenue streams. With partnerships and vendor agreements, the **value proposition** for the consumer increases leading to more engagement, hence resulting in more **traffic to stores** – this is the power of the digital ecosystem.

*The Lobyco Digital Ecosystem is a set of modular services to help grocery retailers meet their business challenges. With Lobyco grocery retailers have the freedom to create and manage mobile customer apps that can drive increased digital engagement and loyalty.*