

# ADDING VALUE: INVESTOR DAY 2013



# WE WILL KNOW WE SUCCEEDED WHEN WE YET AGAIN RESHAPE THE GLOBAL LOYALTY INDUSTRY

We will have...



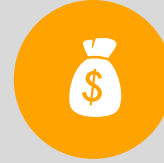
Become the only company to truly offer a CMO-based view of loyalty, with a defensible market leadership position supported by a full suite of loyalty solutions



Taken full advantage of regional and global innovation, having globalized business models and business lines



Changed our operating and technology models to fully leverage global scale and create market-leading global products



Achieved unique global reach and relevance with a more diversified global business footprint that consistently generates growth



Become the premier talent destination for marketing & loyalty professionals globally