

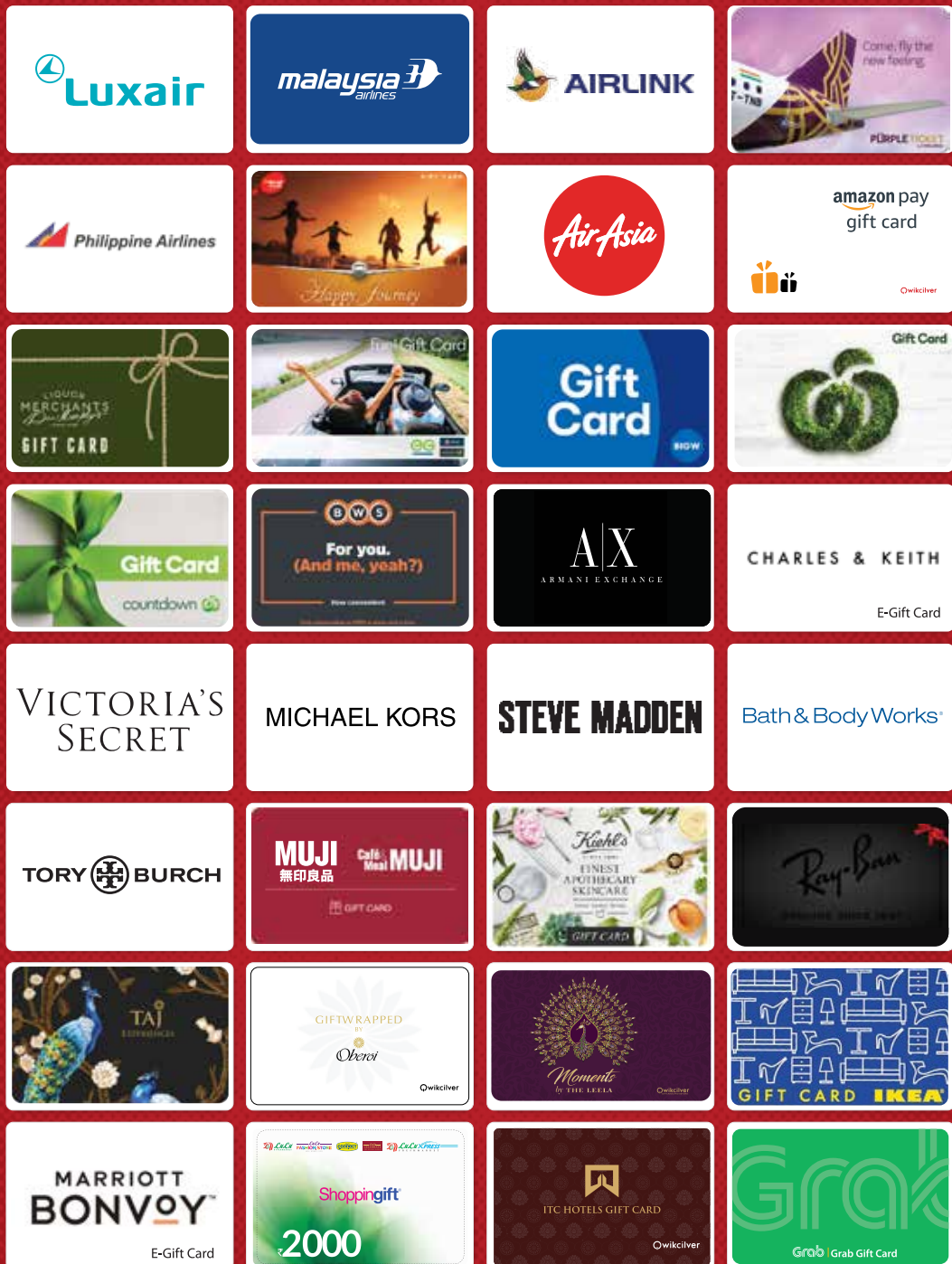


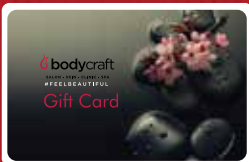
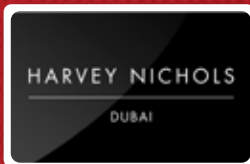
GIFT CARDS AND BEYOND

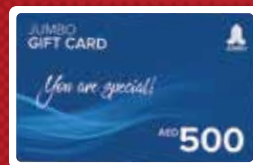
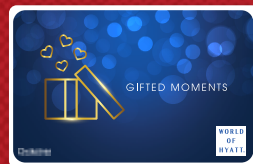
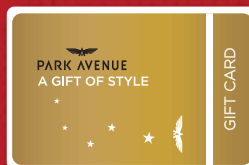
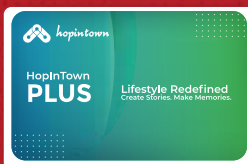
BRAVING THE NEW DIGITAL WORLD

Whitepaper Edition-7

Qwiksilver







A bird's eye view



"May you live in interesting times" is an old proverb, which has been variously interpreted as a blessing or a curse, and sometimes even a bit of both, depending on how one chose to look at it. However, regardless of where one chooses to sit on that ideological spectrum, one thing that can be said with an amount of certainty, is that the times we currently live in, definitely qualify to be called 'interesting'.

The last two years have seen changes that have been unprecedented in both scope and scale, affecting everyone and everything in its wake. And now, just as life bounces back to normalcy in the new world post-pandemic, come the beginnings of new geo-political muscle-flexing and economic correction, fossil fuel prices skyrocketing along with inflation and with these, a kind of return of the human spirit. But then, as the wise person said, "Change is the only constant".

And Change does teach us important lessons.

On the brighter side of things, various challenges keep showing us that there is no better time than a crisis for the human enterprise, resilience and spirit to shine through in ways previously unimaginable. We were witness to restaurant chains adopting innovative delivery-led models literally overnight; 5-Star Deluxe Hotel majors re-inventing themselves to take their unique brand of hospitality, to the consumers right at the door steps of their homes, dyed-in-the-wool brick and mortar retailers swiftly pivoting towards an omni-channel strategy; B2B businesses discovering the possibilities of and thriving by online sales; and businesses worldwide suddenly becoming open to a work-from-anywhere model and ensuring that business and life goes on.

These sweeping circumstances have also undoubtedly aided an acceleration of digital transformation across industries. Large-scale digitisation and automation of work – frequently referred to as the Fourth Industrial Revolution – is considered by many to be one of the most important societal and economic shifts in the



world, one that will fundamentally change the nature of work, business and society in the coming decades.

The large-scale uncertainty and disruption that has followed has also been a never-before opportunity for businesses to reflect, review and reinvent the way they look at how they can serve their consumers better, faster and more efficiently and effectively than ever before. The entire service industry truly underwent a step change in customer service.

Meanwhile for us at Qwikcilver, having always prided ourselves on being at the vanguard of digitization and social commerce in our chosen area, it has been a never-before opportunity and a privilege to work with, enable and empower our merchant and corporate partners to make their consumers' lives better and more convenient.

Adversity has truly made us dig deeper and discover newer levels of innovation and enterprise that has helped us unearth some great new opportunities and add several marquee names to our list of customers and merchant partners. Apart from gaining greater traction in the GCC and SEA markets, we also established a beachhead in the ANZ market through a service partnership with the Woolworths Group.

Our collaboration with Amadeus, the acknowledged world leader in IT solutions for the Travel and Airline industry, continues to grow from strength to strength, and we have been privileged to forge service partnerships with some of the leading airlines across the world right from the EU through to South Africa, India and South East Asia, with many more Airline service partnerships slated to come to life over the near future.

We are also renewing our focus onto the world of Open Loop Cards, which opens up a whole new gamut of opportunities, well and truly way beyond traditional gift cards.

This edition of Qwikcilver's Annual Whitepaper uncovers some of these key shifts, developments and insights, from our unique vantage point.



The changing face of consumers and businesses in the new world order...

BUSINESS



The one thing that these sweeping sea changes have undoubtedly caused, is to disrupt the older and traditional ways of thinking, doing business and significantly altering our behaviour as consumers. It has caused an inflection point that led people to reassess their priorities and needs, and buy goods and consume information and entertainment in new ways.

However, it can be difficult for marketers to determine which of these new consumer behaviours will remain into the long term, or even as things become less uncertain. The good news here is that the psychological factors which underpin long-term behavioural change are predictable, even if the external forces people face can't be predicted. And there is always the Triumph of the Human Spirit, in the face of adversities hitherto unseen.

A recent Kadence International survey of 3,400 participants across APAC came up with the following as some of the top behaviours that are likely to stick: consuming healthy food, increased focus on physical fitness, using contactless payments for physical purchases, doing activities to support mental health, purchasing from local businesses, shopping online for products other than groceries, learning new skills online, cooking from scratch, spending time with family and friends and learning not to take things for granted.

Also illuminated are consumer shifts that are already transforming the future of marketing. The primary catalyst for these shifts has been our at-home experience. It has redefined how we work, shop, and live. It has impacted the way we express ourselves and the way we consume everything from content to products. As people adapted to these shifts, so did businesses. Brands had to get creative and find new, more meaningful ways to connect with consumers.

Future of Marketing, Think with Google, has identified four key trends in B2C and B2B relationships, along with implications for marketers:

The acceleration in digital adoption, especially e-commerce, is one of the most obvious and relatable trends driven by the pandemic, with necessity spurring new users and use cases. What this has also meant is that there is a heightened expectation that follows increased digital adoption, and consumers expect brands to fit into their lives, and not the other way around. This means a greater focus on shopping experiences that are seamless, enhanced, and adapted to the individual context.



With travel restrictions, shelter-in-place mandates and physical distancing guidelines, consumers have been jolted into a heightened awareness of the value of their local communities. For example, Google searches for "support local businesses" grew globally by over 20,000% year over year. Consumers will now be both locally minded and collectively conscious and will return from the pandemic more connected to their communities and more mindful of playing a role in the community. This means brands will be compelled to relate on a deeper level with these consumers.

For many consumers, extended time in isolation has led to an immersion into their deeper psyches and a range of awakenings about their lives, forcing them to revisit the fundamentals of happiness, family, and health. There has also been an increase in the importance of personal values in driving consumption decisions, with belief-driven buying getting reflected in growth in search interest for "plant-based meat". What this means for marketers is that brand value will need to converge with personal values to influence and drive spending decisions.

Because we stopped "going to work" and began "bringing work into our lives", consideration for others has grown and we've entered a new dimension of professional-plus-personal empathy and respect. As businesspeople, and marketers specifically, this should cascade to a deeper appreciation of the full depth of what our consumers think, need, and feel. By embracing our shared experiences and the beautiful complexity of human beings, we will unlock powerful new ideas, deeply resonating creative, and ultimately less transactional relationships with our consumers.

Emerging trends as a result of these sweeping changes as per GlobalData also indicate a major shift toward e-commerce, increased shopping at one-stop-shop retailers, and an increased focus on buying local and private label offerings.

It can be said that one key development that the circumstance have brought in their wake is that the cashless, contactless society is finally here and here to stay. With the recent developments such as demonetisation, our relationship with cash was already starting to feel antiquated, but the pandemic only served to hasten the process of contactless and digital payments becoming standard, owing to both hygiene and convenience factors.

That consumer behaviour has changed is beyond doubt. What we really don't know for sure is what behaviours have changed for good and what are likely to revert to the earlier norms. A report from the McKinsey Global Institute offers a view that e-grocery shopping is here to stay, while others such as remote learning for primary grades could be headed for the dustbin of history.

There are of course those who argue that businesses are not facing a 'new' reality; the new world circumstance has just accelerated many of the trends that were already underway.

Qwiksilver – Innovating and gearing up for the future

As a pioneer and our stated role as a harbinger of change, we at Qwiksilver continued to take newer steps in innovation and re-imagining our business. We present below a few snapshots, as well as a quick view on what's new with us, and how we are gearing up for the future.



Gifts cards are now mainstream and consumers lead this change

While corporates have historically pioneered the adoption and spread of gift cards in most markets worldwide, we have always been of the view that the true indication of a mature gift card market is on how mainstream gift cards have become from an end-consumer adoption and usage perspective.

In this regard, gift cards in India, Middle East, South East Asia and elsewhere have assumed a mainstream role, having rapidly integrated with the multitude of gifting and rewarding occasions that these regions provide, with their sheer diversity, myriad festivals and a young, digitally savvy and vibrant demographic. As per a recent internal study, over 70% of the respondents had purchased a gift card for gifting at least once. And around 85% of buyers were less than 35 years of age.

One of the key drivers in this regard has been the rapid rise and dominance of the digital format of e-gift cards. From a meagre, <1% contribution in 2012-13, digital e-gift cards have come a long way and today hold sway with over 98% contribution in value terms. This has definitely benefitted from the growing trend of digitization around, the rapid internet penetration and proliferation of smartphone and tablet ruled commerce. The key factors that drove the increasing adoption of digital e-gift cards include the enhanced flexibility and the convenience it offers in today's fast-paced lifestyle, where last minute gift hunting is quite the norm. Moreover, urbanization and the increasing disposable incomes of millennials driven by their hectic lifestyles increase the demand for convenient, flexible, instantaneous, and easily usable e-gift solutions.

The other key driver in this regard has been the rapid growth of the various third-party gift card stores and online reseller channels that now offer gift cards and e-gift cards as a part of their merchandise, as a matter of routine. By making gift cards available virtually at the tips of consumers' fingertips, B2C platforms such as Amazon (who pioneered this way back in 2014-15), PayTM, PhonePe, NearBuy, Lazada and others in SEA, Prezzy and Blackhawk and a host of others in ANZ etc., and other niche operators such as Samsung Pay, Airtel Money, GooglePay, SBI Yono and a host of others, have literally made gift cards as the default choice when it comes to gifting for consumers today. It has also helped that they have been able to sweeten the deal for the consumer through various offers and add-ons.

The sheer convenience and flexibility offered by a wide range of design template options, personalization capabilities and the advent of innovative features such as group gifting, delayed/ scheduled sending, e-gift cards have really hit the sweet spot with consumers, a phenomenon that is only expected to grow.



Empowering corporates with enhanced capabilities

Our suite of products for the corporates continue to evolve, with newer features and enhancements to address newer use cases and improve the overall convenience and ease of use.

QwikPOS has seen a new avatar with some interesting features to enable seamlessly a number of gift card transactions both at the merchant's physical and online stores. Some of the interesting features are the single sign-on capability across all Qwiksilver apps to enhance the experience for store checkout staff; and enhanced device supportability to ensure all devices can seamlessly support the app.

Bulk gift card orders have also seen a rise as corporates around the world have been procuring gift cards for various types of rewards for their stakeholders. Keeping this in mind, QwikServ, our bulk order management tool, has been enhanced: there is an additional authentication before orders are placed; instant discounts can be configured for various corporates; delivery status can be tracked and reviewed and only select instances of failed deliveries can be resent.

Our super suite of Distribution APIs, popularly known as QwikGiftAPI, which power a plethora of brands on popular e-commerce and rewards channels and has been the reason for our successes in the rewards ecosystem, has also been enhanced to participate more in the customer's reward journey. With the new customer creation and load points feature, we tick off two more columns on the rewards journey checklist.

Retail Distribution – creating new frontiers in distribution



As virtually the only end to end service providers right from transaction processing technology and issuance through to distribution, and by way of being the pioneers and market leaders in the Gift Card industry, Qwikcilver has always been at the forefront when it comes to placing and proliferating the gift card content and making it available as far and wide as possible. This content has hitherto been distributed on our various Corporate B2B programs/ catalogues, Gift Card Resellers, Banks, Fintech platforms and other B2C platforms and Gift Card Marketplaces, including our very own homegrown Gift Card Store [woohoo.in](https://www.woohoo.in). With the success rate on our distribution business scaling new heights every year, we also have a broad content of brands that are sourced and made available purely for distribution on these B2B and B2C channels.

Qwikcilver has ventured into building a beachhead in the Retail Distribution Channel – the proverbial last mile in the consumer adoption story when it comes to the overall gift card distribution space.

This channel intends to create consumer gifting destinations at merchant partner locations. Consumers can walk in and pick up a physical gift card and activate it on the go for gifting. It creates a new revenue stream for the merchant partners and a chance to expand its product assortment into a whole new realm of non-competing categories. These gifting destinations also create the right environment for the merchant to pitch its own gift card to consumers.

The opportunity available to scale this B2C model in India is immense. Even today, Gift Cards have a relatively lower share in the B2C gifting portfolio, thus providing a huge headroom for growth. Newer consumption categories like Gaming, OTT, subscriptions are encouraging Gifting use cases.

Qwikcilver, as an one-of-its-kind, end-to-end Program Manager manages the complete end-to-end merchandising, card logistics and product mix, apart from seamless gift card activation and merchant settlement mechanism for this model.

Participating merchants can use this model to earn extra margins at virtually ZERO COST. This initiative also earns them a high return on the floor space occupied. With flexible activation models on both physical as well as digital, the model can blend in at the merchant outlet. Retail distribution also provides a route for the partnering merchants to forge marketing alliances with the brands that are selling Gift Cards. These merchants act as a one-stop-shop for all Gift Cards.

In this Brave New World, Retail Distribution provides a great impetus to brick-and-mortar merchants to add a revenue stream without incurring any costs. Gift Cards are a great new fit in the existing merchandise assortment at the outlet, and probably the future of consumer gifting.



Card network prepaid Cards

We have renewed our focus onto Card network prepaid Cards, which will help us in providing solutions for newer use cases. Our Prepaid Issuing platform is now certified on Rupay Card network and in the process of getting certified on the MasterCard network as well, and the move well and truly marks our journey beyond gift cards, opening up a completely new world of opportunities and use cases. We are exploring solutions leveraging UPI in India which is the largest payment network in India for retail payments.

While the possibilities are virtually endless, here are a few indicative areas or use cases where Card network prepaid Cards can play a role:

1. Companion Card – for Loyalty Points, Reward Points, Digital Wallets: Universal acceptance of loyalty points or any stored value such as wallet balances, reward points, across networks, through the linkage to a prepaid card.

2. Seller & Gig Economy Disbursements: Merchants can choose to forgo disbursement of payments to bank accounts and instead use a disbursement card along with an added sweetener such as a loyalty Program, along with the opportunity to enjoy the float due to delayed disbursements. Ideal for salary & other payment disbursements to gig workers and sellers.

3. Corporate Reimbursements: A prepaid card product can be integrated with established corporate accounting and expense management solutions of corporates, thereby providing greater convenience, flexibility and control.

4. Employee Benefit – Meal Card: A prepaid card-based offering, with restricted card acceptance at food and non-alcoholic beverage outlets alone.



Enablers to the Travel and Airline Industry – the Qwiksilver Amadeus Collaboration

The Airline Industry – a rich history of innovation

The airline industry has a long and rich history of successfully overcoming challenges and disruptions. In fact, it could even be said that its very evolution has depended on overcoming these ongoing challenges. Over the years, these have come in many forms and shapes and newer concepts like low-cost carriers, constantly fluctuating fuel costs, instant transparent pricing through the internet etc., have all disrupted the industry, and yet the industry has managed to brave them all and continue to thrive.

On the other hand, customer expectations have constantly been on the rise, with airline customers increasingly demanding a safer, frictionless and hassle-free travel experience, that gives them greater choice, personalized offers and timely and accurate information.

Amidst all these ongoing challenges, what has remained constant has been the need to maintain sustainable business models, greater safety standards, adoption of newer technologies, and optimization of costs, operations and infrastructure.



Meeting these ever-increasing expectations has almost made it mandatory that there is constant focus on innovation, ongoing investments in technology, and the need for developing and maintaining cutting-edge capabilities. These in turn enable airlines to increase their operational efficiencies and safety standards, offer an enhanced travel experience, and thereby retain and grow their customer base and protect their cash flows and profitability.

Surviving and thriving in the changing world

2021 was a strong reminder – if at all something was required – of the resilience of the industry. As global travel rebounded back to normalcy, the airline industry showed remarkable commitment in adapting and evolving, delivering on changing traveller needs, rolling out biometrics and identification systems, contactless payments, health certification solutions, innovative measures and protocols for enhancing passenger safety etc., all of which helped re-ignite global travel as restrictions lifted. Despite the different waves of the pandemic and the near constant uncertainty throughout the year, travel volumes – both in terms of travel agencies air bookings and passengers boarded – continued. And with the market outlook remaining optimistic, the volumes are only expected to grow this year.

Newer technologies and greater digitalization are unlocking tremendous opportunities for the travel industry and will continue to contribute to a more seamless, safer and sustainable travel experience. The really successful airlines will be those who stay ahead of global trends and invest in a digital future today.

Travel – for building connects and breaking barriers

The human desire to explore the world is expected to remain undimmed – and even heightened in a post-pandemic world – as the industry looks forward to recover and rebuild.

Travel has always been known to play an important role in our lives, and to be a great connector of people and cultures. Given the especially turbulent times of geopolitical uncertainty that we seem to be going through, the positive impact of travel – breaking down barriers, building bridges and powering progress – can never be over-emphasised.

While mankind's innate desire to connect and explore will continue to drive the spirit of travel, it is important to keep in mind the ongoing circumstances and the opportunities they bring in their wake.

Qwikcilver and Amadeus – enhancing traveller convenience and experience through digital transformation.

Qwikcilver and Amadeus announced a strategic collaboration last year, offering airlines a suite of solutions which enabled them to provide greater convenience and an enhanced travel experience. This purpose-built solution suite, Asset Manager powered by Qwikcilver, enables airlines to easily offer gift cards, compensation vouchers, refund vouchers, and residual value assets, all of which transforms the travel experience and makes it more hassle-free and convenient.

Amadeus and Qwikcilver are excited with the new world of opportunities which they are able to bring to the world of airlines with this purpose-built solution, which most of the leading airlines have appreciated. The solution is now live with some of the leading airlines across the world and many others have taken a view to adopting the solution in the near future.





Best practice showcase – how some of the leading airlines have leveraged the Asset Manager Solution

The unprecedented levels of travel cancellations and uncertainty that the pandemic left in its wake posed a huge challenge for airlines across the world. However, some of the leading airlines were alive to the incredible opportunity it presented them, to innovate and meet the changing realities head on, thereby increasing their operational efficiency, retaining and growing their passenger base and protecting their cash flow, among others.

(a) Open tickets to digital vouchers:

While open tickets can work well as an internal credit system of the airline that enables passengers to book tickets whenever they wished to travel in future, it also comes with severe operational and usability challenges across multiple stakeholders.

Asset Manager provides a unique solution by automating and digitizing the entire process, by converting open tickets to digital vouchers, which could then be redeemed in real-time. This eliminates any kind of manual interventions, making the redemption process seamless and convenient for the passengers and freeing up valuable time for the customer support teams. The solution even simplifies the accounting and reconciliation process, which would have otherwise been manual and cumbersome.

(b) Refund vouchers for retaining the passenger and cash-flow:

Adoption of the Asset Manager solution helps airlines generate Refund vouchers in real-time at the time of cancellation of a ticket. This helps them retain stranded passengers.

(c) Refunds to Travel Agents/ Partners:

Asset Manager enables airlines to issue refunds to Travel Agents/ Partners in the event of ticket cancellations. This again helps them to not only but also take away additional load from the customer support teams, while retaining their passengers.

(d) Compensation vouchers:

Asset Manager enable airlines to show empathy and delight their passengers by issuing compensation vouchers for future flights and complimentary perks.

(e) Residual vouchers:

Airlines can show they care by refunding their passengers the amounts remaining from cancellation or exchange of tickets through residual vouchers that can be used for their next purchase.

(f) Sale of gift cards to boost revenue:

Selling gift cards is an opportunity to gain new business. The more gift cards and vouchers are issued, the more people are aware of the airline brand.



Qwikcilver – Made in India, Now Serving the World



The last two years also saw Qwikcilver building on its presence and engagements in the GCC and SEA markets, along with some high-profile launches in the ANZ market.

Over the last decade and a half, Qwikcilver earned its stripes in the market by creating service partnerships with all the leading brands across categories in India and South Asia. Therefore it was foregone progression for us to expand overseas to serve customers in the MENA and SEA regions, including a strong alliance with Singapore's NETS. More recently, we have expanded our footprint into the ANZ region, and as a part of the journey of going truly global, we have built a strategic collaboration with Amadeus in the EU, and jointly created a solution of global significance for the Airline and Travel industry.

We have also expanded our already class-leading and state-of-the-art infrastructure to further scale and future-proof our operations and expansion plans. With hosting instances now in the MENA, SEA, EU & ANZ regions, our infrastructure is truly distributed, de-risked, global and conforms to the highest global standards of privacy, including GDPR. Our partnerships with the various cloud service providers across the world also puts us in the enviable position of being cloud-agnostic and in a position to rapidly launch and scale operations in any geography in a very short turnaround time.

We at Qwikcilver have always prided ourselves in being a responsible corporate citizen, and in staying ahead of the curve when it comes to transparency and in complying with the regulations and the laws of the land(s). We have always been of the view that integrity is paramount when it comes to dealing with personal identity and as a company with an increasing global footprint and an ambition to serve customers across the world, we are deeply invested in future proofing our compliance to GDPR and some of the other important regulatory frameworks across the world.

Qwikcilver and Data Privacy – Your Data Privacy and Data Security is our responsibility



Qwikcilver and Data Privacy & Protection

Qwikcilver is an ISO27001:2013 certified company and is fully aligned with PPI (Pre-paid Instruments) guidelines per the Reserve Bank of India (RBI). Its credentials also include the SOC1, Type 2 attestation which is asserted on an annual basis along with the RBI System audit.

Data Security, Protection & Risk Management: Qwikcilver considers Security with utmost importance and has actively adopted prepaid industry best standards for enforcing security requirements. Authentication, Authorization and Accountability (AAA) is built from the ground-up architecturally within the Qwikcilver Platform. Qwikcilver follows the ISMS (Information Security Management System) as per ISO27001:2013 standard to secure the data.

Our Security architecture and design aspects include maintaining a robust firewall configuration aimed to protect our customer data and usage of web application firewalls. Sensitive data is encrypted and protected through strong access control measures. Most of our transmission is through TLS 1.2 on https to ensure data-in-transit security. Stringent checks are carried out on our ITGC (IT General Controls) to ensure secure systems, applications, anti-virus software, regular patch management, following strong password security guidelines. amongst other security controls that are part of our board approved Information Security policy. Our Customer data access is restricted both from a logical as well as physical security perspective. All end points connecting to the production network are well protected. Only authorized devices can access the production system.

Integration of security activities through the standard SDLC (Software development Life Cycle) enables timely, risk-based identification and remediation of security vulnerabilities throughout the lifecycle, along with adherence to secure coding practices based on OWASP top 10.

Product

Security goals integrated in planning & requirements definition

Planning & Requirements

Security team is part of sign off-process for requirements

Threat modeling

Design & Architecture

Final Design/ architecture aligns with security goals & requirements

Application design / architecture is also discussed with security team

Engineering

Security coding tools integrated & vulnerabilities proactively identified & fixed

Development

Secure coding standards are applied and secure code is developed

Pre-Production Penetration testing and bug fix

Testing

Security team is involved in pre-production sign off

Post-Production Penetration testing

Production

Application entered for release

Operations

Metrics & Reporting

Maintenance

Learn and Refine

Change management process includes security review & sign off

To ensure our Internal Security processes go together with external influences that are part of our eco-system, Qwikcilver has ensured to have in place a strong vendor risk management framework. This helps to enforce a minimum onboarding criterion with our Vendors. For example, for our vendors that touch our data and our customer data, they need to be at a minimum ISO27001:2013 certified or its equivalent, they would if processing payment transaction data of PPI need to abide by mandatory RBI requirements such as data localisation within borders of India, reporting security incidents and retain data for preceding 10 years. Periodic reviews are planned, and assurance sought through their annual submission of certification credentials. Our Vendors are also assessed for their capability to support our Data Privacy requirements, hence their GDPR, PDPA support readiness, and other such global data privacy regulations related credentials are verified.

Data Privacy and GDPR

Qwikcilver understands and believes that Customer trust is of utmost importance. Hence with regards to Data Privacy and Data protection, Qwikcilver strives to maintain a high level of transparency. Privacy of customer data is identified as a key focus area as we continue to grow along with our customers whose eco-systems now span across regions and geographies.

We recognize this as a key business enabler for us and our customers and hence we have ensured that our solutions meet our compliance goals in-line with our enhanced Data Privacy framework, which is a region agnostic framework based on GAPP mapped with GDPR, PDPA, DIFC, APP, CCPA, PIPEDA amongst other Privacy laws and regulations. This ensures our Product, and its relevant processes are enhanced, flexible, scalable, and ready for the relevant region-specific privacy laws, asks and requirements, thus addressing the key Privacy concerns of our customers' end user base.

Some of the key areas we give special attention to and address are pertaining to complying with Data hosting and localisation needs and its readiness across a cross-section of our entire Platform eco-system comprising of our Internal tools, third parties, SaaS tools and so forth; readiness to support Data-Subject/end-consumers rights such as the 'right to forget'; reduction of PII (Personally Identifiable Information) footprint as far as possible; Role Based Access controls and maintaining a transparent Data Retention policy.

With an aim to further enhance & maintain our controls around Vendor Risk Management and end-to-end Fraud Risk Management, the eco-system of Vendors, Customers, Resellers and Qwikcilver needs to be constantly evaluated to identify areas of weaknesses to ensure Data Security and fraud prevention.

Qwikcilver has set up a Security Operations Center (SOC), continuing its legacy of defining the path ahead in-line to its product innovations for gift cards. The objective of the SOC is the monitoring of the entire eco-system of Qwikcilver gifting platform on a 24*7 basis using an intelligent SIEM (Security Information and Event Management) tool in conjunction with ITIL based processes of Incident management. Additionally, Qwikcilver's domains are monitored for Anti-phishing attempts as a measure to safeguard our brand as well as our Customers' reputation.

Qwikcilver is committed to keeping the information stored on its computer systems safe and secure. Each of the key components of Qwikcilver's multi-layered security strategy is endorsed and defended throughout the organization. Qwikcilver applications provide controls at each level of data storage, access, and transfer. With Qwikcilver applications, platform and products, users can be rest assured that Qwikcilver values the privacy, confidentiality, integrity, and availability of their data.

For more detailed information on Qwikcilver's GDPR readiness and capability, Security and Privacy related aspects, please write to us at gdpr.enq@qwikcilver.com



Qwikcilver –

NOW TO THE POWER OF

Pioneers of the Gift Card revolution and the power behind the Gift Card programs of more than 250 brands worldwide – this is how Qwikcilver has been known, and we are here to make people, brands and businesses across the world smile and celebrate in pure delight!

Committed to the relentless pursuit of futuristic and cutting-edge technology in the Prepaid and Stored Value space, Qwikcilver now brings you a full-service menu of innovative, new and optimized products that enable you and your brand to not just impress your customers, partners, employees and stakeholders, but to also inspire and retain them, and make their lives better.

With the power of innovation and backed by the speed and precision of the lightning bolt, we present to you, products that give you Growth, Efficiency and Possibilities to the power of X!

QwikGifTS^X

GIFT CARD TRANSACTION PROCESSING & MANAGEMENT

QwikPromo^X

IN-STORE AND ONLINE CONSUMER PROMOTIONS

QwikRefund^X

INSTANT REFUNDS/ STORE CREDITS

QwikWallet^X

UNIVERSAL SUPER-WALLET/ CONTAINER ENABLING ONE-VIEW AND PRIORITY-BASED BURN OF YOUR BRAND CURRENCIES

QwikPosAPI^X

BILLING SOFTWARE/ ONLINE STORE INTEGRATION APIS TO ENABLE YOUR OWN GIFT CARD AND ALLIED PROGRAMS

QwikWebStore^X

WHITE-LABELLED ONLINE WEB-STORE FOR YOUR GIFT CARD E-COMMERCE

QwikMobile^X

WHITE-LABELLED PWA ON MOBILE/ TABLET FOR YOUR GIFT CARD E-COMMERCE

QwikReach^X

BRAND GIFT CARD PROLIFERATION ON QWIKCILVER DRIVEN CORPORATE & PARTNER CATALOGUES

QwikOps^X

WAREHOUSING & FULFILMENT SERVICES

QwikBPOS[®]

TRADITIONAL BULK PROCESSING/FULFILMENT ENGINE
(NO PG BASED PAYMENT/TRACKING/OMS)

QwikRedeem[®]

SIMPLE REDEMPTION INTERFACE FOR NON-INTEGRATED MODEL

QwikPOS[®]

WEB-BASED ACTIVATION & REDEMPTION INTERFACE FOR
NON-INTEGRATED MODEL

QwikLoyal[®]

A COMPREHENSIVE POINTS MANAGEMENT ENGINE FOR
RETAILERS, HOSPITALITY & OTHER SERVICE PROVIDERS,
CORPORATE LOYALTY & CHANNEL LOYALTY PROGRAMS ETC

QwikReport[®]

OUT-OF-THE-BOX STANDARD REPORTS

QwikAdmin[®]

SETTING UP AND CONFIGURING RULES & PRIVILEGES FOR
EACH CARD PROGRAM

QwikRewards[®]

REWARDS & RECOGNITION PROGRAMS FOR VARIOUS
STAKEHOLDERS (EMPLOYEES, CHANNEL PARTNER, CONSUMERS)

QwikCampaign[®]

TRADE PROMOTIONS & CONSUMER CAMPAIGNS

QwikClaim[®]

DISTRIBUTION SOLUTION FOR CODE-BASED REDEMPTION OF
REWARDS

QwikServ[®]

AN END-TO-END SOLUTION FOR ALL CORPORATE AND BULK
GIFT CARD ORDER MANAGEMENT AND FULFILLMENT

QwikGiftAPI[®]

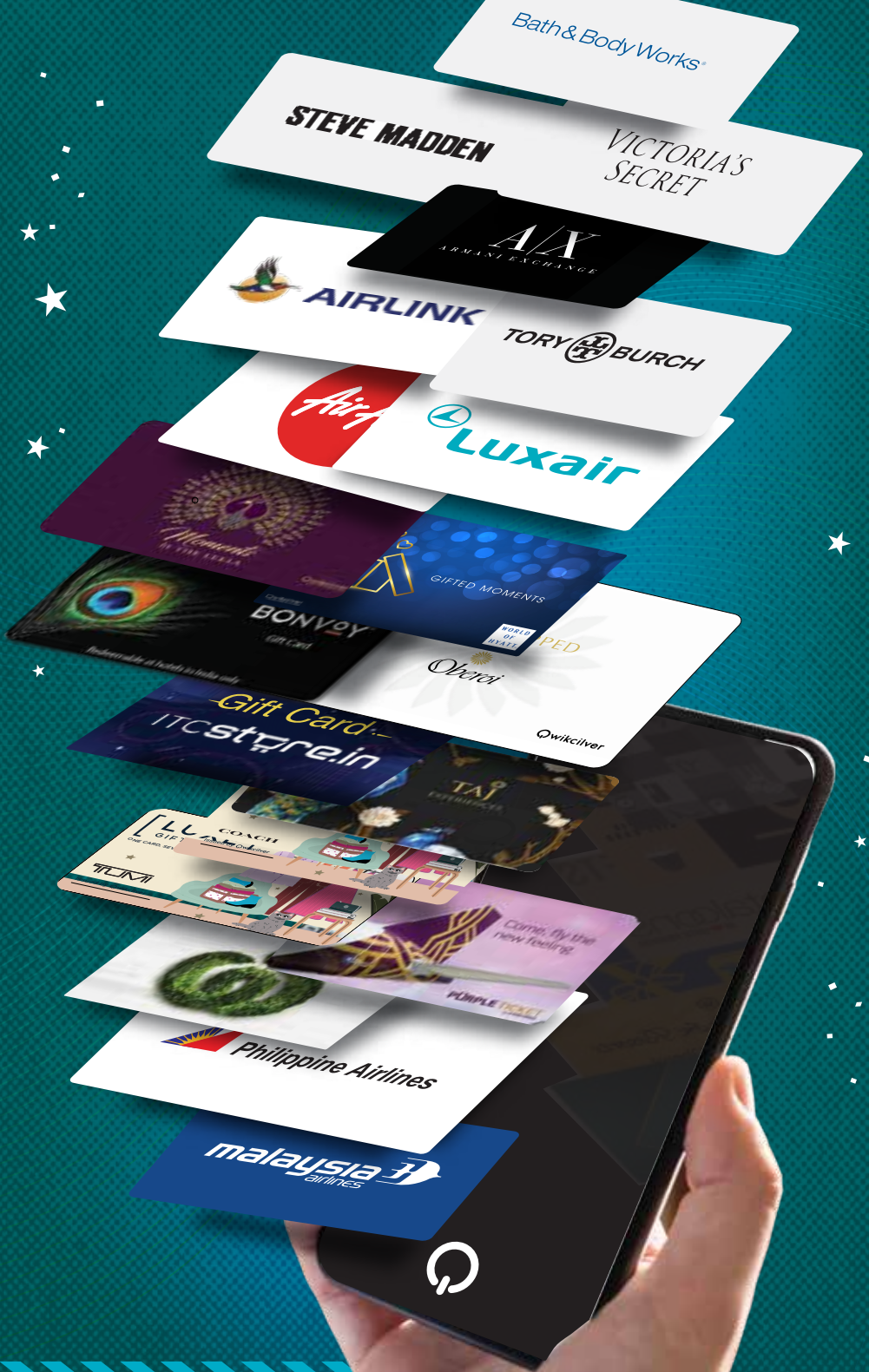
REAL-TIME GENERATION OF MULTI BRAND GIFT CARDS
ON THIRD-PARTY WEBPAGES THROUGH API

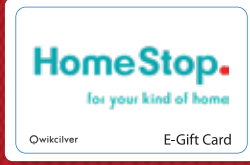
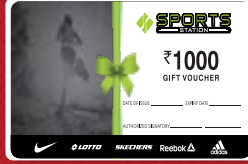
QwikCatalog[®]

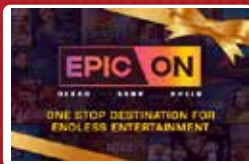
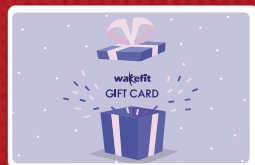
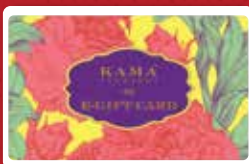
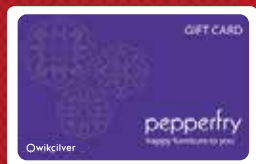
WHITE-LABELLED ONLINE CATALOGUE WITH CUSTOM REWARDS

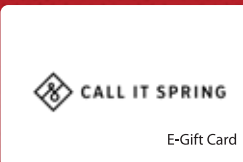
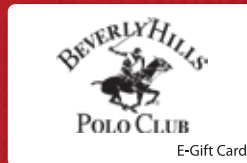
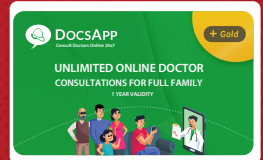
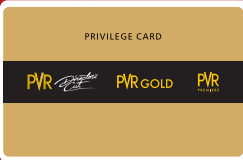
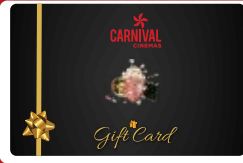
QwikMigrate[®]

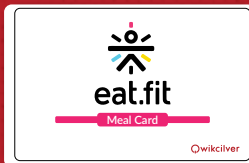
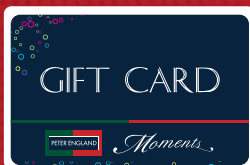
SEAMLESS MIGRATION AND ONBOARDING OF YOUR EXISTING
PROGRAMS TO QWIKCILVER'S STATE-OF-THE-ART PLATFORM

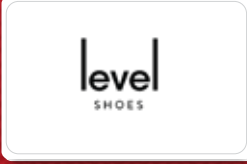
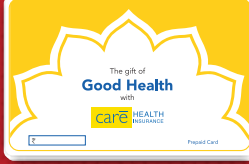
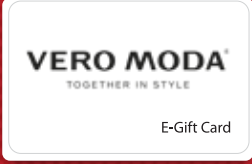
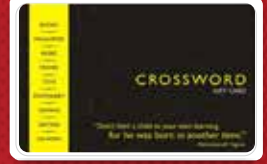
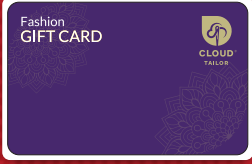


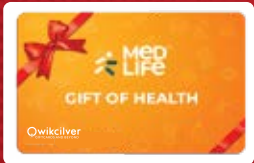












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"Global Airline Industry Program", Massachusetts Institute of Technology Analysis
"Retailers Who Don't Break the Digital Divide Could Be Losing Customers", Retail Info Systems
"The New Digital Divide: The Future of Digital Influence in Retail", Deloitte Insights
"New World: The Future is Virtual", Nasscom Strategic Review 2021
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"4 COVID-era trends that will have a lasting impact on the products and experiences people want", Think with Google, April 2021
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"Which behaviors will stick and which will subside in a world without restrictions?", Kadence International research, 2021
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Qwikcilver. internal studies



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GIFT CARDS AND BEYOND

BRAVING THE NEW DIGITAL WORLD