

LOVE2SHOP

G-Cloud 15 Framework Submission

January 2026

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1. Overview / Summary of Costs document

The following document should be used in conjunction with the, Love2shop – G-Cloud 14 Products & Services guide. It will enable you to quickly determine the cost of each service and where applicable, any discount that is available when you do utilise those products or services.

Love2shop provide a Self Serve platform available over the internet, hosted remotely, which provides access to a variety of gift card products including physical gift cards, digital e-gift cards and Mastercard products which can be accessed and purchased via API integration or through direct access to the Love2shop platform. Our clients utilise our products and services across a wide and varying range of use cases, these include, but by no means are limited to –

- Emergency Support Payments
 - Clothing award payments
 - White goods award payments
 - Decorating / home essentials
 - Sanitary product poverty
- Cost of living payments
- Free School Meals
- Benefits and discounts cards
- Apology payments
- Staff reward & recognition
- Long Service Awards
- Adhoc rewards and incentives
- Cost of living support for staff
- Staff benefits / discounts on shopping
- Market Research and survey participation rewards (Consumer / public / employee)
- Christmas / end of year awards

As the UK's leading Multistore physical and digital gift card, we can support you in the supply of our own products whilst also providing a wide array of brands ranging from Supermarkets to dining out and even travel.

2. Commercials

Love2shop has a dedicated self service ordering portal which enables you to quickly and easily place orders for a wide range of our products. The following document provides a guide to the portal and its capabilities, and also the products and services available through it.

Cloud & API services				
Service	Supplier	Description	Cost	Notes
Love2shop Self-Serve Platform	Love2shop	Love2shop selfserve setup fee	£ -	Provided FOC
		Love2shop ongoing support fee	£ -	Provided FOC
Love2shop API	Love2shop	Love2shop API Setup	£ -	Provided FOC
		Love2shop API Monthly hosting & support fees	£ -	Provided FOC
		Love2shop API fulfilment of individual digital rewards	£ -	Provided FOC
		Love2shop API support	£ -	Included

Postage fees				
Order Value	Supplier		Cost for delivery	Notes
Orders Over £2500	DX Secure		Free of Charge	
Orders below £2500	Royal Mail	First Class	£ 0.85	
	Royal Mail	Second Class	£ 0.66	
	Royal Mail	First Class Recorded	£ 2.25	
	Royal Mail	Special delivery upto £2.5k	£ 10.00	
	Royal Mail	Special delivery Pre 9am upto £2.5k	£ 30.84	
	DX Secure	No signature - tracked	£ 4.50	
	DX Secure	Signed for - tracked	£ 9.00	

As an additional service, Love2shop are able to provide individual fulfilment and distribution. Where you need to issue rewards or discretionary payments of physical gift cards to recipients, we can reduce the admin burden on your team, through our dedicated fulfilment team based in Birkenhead. The team have decades of experience of issuing gift cards on behalf of our clients.

Physical Fulfilment costs					
Fulfilment Costs	Provider		100+ per week, (= 400+ pm, 5k+ py)	50+ per week, (= 200+ pm, 2.5k+ py)	10+ per week, (= 50+ pm, 500+ py)
Option 1	Love2shop fulfilment service	Same value cards/vouchers (inc. wallet) into envelope with NO name printed on envelope (to one business address)	Base £0.60p	Base £0.70p	Base £0.80p
Option 2		Same value cards/vouchers (inc. wallet) into envelope with a name/label printed on the envelope	Plus £0.10p	Plus £0.15p	Plus £0.20p
Option 3		Different value cards/vouchers (inc. wallet) into envelope with name printed on the envelope	Plus £0.20p	Plus £0.25p	Plus £0.30p
Option 4		Cards/Vouchers (inc. wallet) into envelope with a generic letter /comp slip etc.	Plus £0.30p Mono Plus £0.35p Colour	Plus £0.35p Mono Plus £0.40p Colour	Plus £0.40p Mono Plus £0.45p Colour
Option 5		Card/Vouchers (inc. wallet) into envelope with a personalised letter /comp slip etc.	Plus £0.40p Mono Plus £0.45p Colour	Plus £0.45p Mono Plus £0.50p Colour	Plus £0.50p Mono Plus £0.55p Colour
Option 6		Card/Vouchers (inc. wallet) into envelope then split by multiple branches/ delivery addresses etc (inc. personalised letter /comp slip, etc.)	Plus £0.50p Mono Plus £0.55p Colour	Plus £0.55p Mono Plus £0.60p Colour	Plus £0.60p Mono Plus £0.65p Colour

Love2shop, is the best-known multi-store gift card brand in the UK, now providing physical and digital Love2shop options to suit your needs. We also supply a wide range of single store gift cards and codes, the below table provides a list of stores available to choose from should you be looking for something specific. Don't forget that our digital product has over 120 retailers available as retail destinations. Our physical gift card has over 90 retailers!

Gift cards & e-Codes – applicable discount rates				
Retailer name	Physical / Digital	Orders below £500	£500 upwards discount rate	£1000 upwards discount rate
Amazon	Digital	0%	0%	0.5%
Amazon - e-voucher	Digital	0%	0%	0.5%
Argos	Digital	0%	2.0%	2.0%
Asda denominated	Physical / Digital	0%	1.0%	1.0%
Asda any value	Physical / Digital	0%	1.0%	1.0%
Amazon E-codes	Digital	0%	2.0%	2.0%
B&Q	Physical / Digital	0%	2.0%	2.0%
Dixons group	Digital	0%	2.0%	2.0%
Love2shop – e-gift code	Digital	0%	6%	6%
Love2shop - gift card	Physical	0%	6%	6%
Leisure Vouchers	Physical	0%	2%	2%
John Lewis	Physical / Digital	0%	2%	2%
Love2shop Paper	Paper	0%	6%	6%
Morrisons	Physical	0%	1%	1%
Pizza Express	Physical	0%	2%	2%
Restaurant Choice	Digital	0%	2%	2%
Sainsburys	Physical / Digital	0%	0%	1%
Spa Finder	Digital	0%	2%	2%
Tesco Digital e-code	Digital	0%	1%	1%
Tesco	Physical / Digital	0%	0%	1%
Theatre Tokens	Physical	0%	2%	2%
Tesco any value e-code	Digital	0%	1%	1%
Tesco denominated e-code	Digital	0%	1%	1%
Waitrose	Physical / Digital	0%	2%	2%

We have a physical MasterCard option available which can be used anywhere that accepts Mastercard should you require a more flexible option.

Mastercard Products

Product	Physical / Digital	Load Fee*	Card Fee	Discount
Your Choice	Physical	4%	£4 per card	0%

*The load fee is the % of the value being added to the card

Love2shop's Employee Discount Card is a reloadable discount card that can save employees £1,300+ each year. Staff save 7.5% at over 90+ leading retailers with a Love2shop Everyday Benefits Card, simply by loading the card with £100 and it'll only cost them £92.50. It is a cost-effective solution for businesses of all sizes to help employees with the ongoing cost of living crisis, or just to make household disposable income go further!

Employee Discount Card and Member Benefits Card

Number of Cards	Price Per Card
Under 100	£9.00
101 – 250	£7.50
251 – 500	£6.00
501 – 1,000	£5.25
1001 plus	£4.50

All orders are subject to VAT where applicable which will be charged at the ruling rate at the time of invoice.

Minimum Order Details:

No minimum order is applicable - discount off face value is applicable on orders above £500 and £1,000 depending upon the retailer

3. Our USP

Love2shop is THE choice of gift for consumers – your employees and customers - enjoying better brand recognition (and associated appeal) than our competitors. Our products are accepted at over 150 retailers in 20,000 stores nationwide, meaning one gift can unlock access to shopping at John Lewis, Currys, Halfords, TK Maxx, Sainsburys, Argos, M&S, Just Eat and many many more.

The team at Love2shop are highly experienced, many with decades working in the industry. So, whether a client needs a long-term employee engagement strategy, or a quick reactive customer loyalty campaign, we can help. And our service is exceptional, this is why we are proud to have a 97% retention rate.



Spend at over 150+ brands



M&S



schuh



RiverIsland

Iceland



PRIMARK

hmv

FATFACE

ASOS

