

G-Cloud Framework Submission

January 2026

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1. Overview / Summary of requirements

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

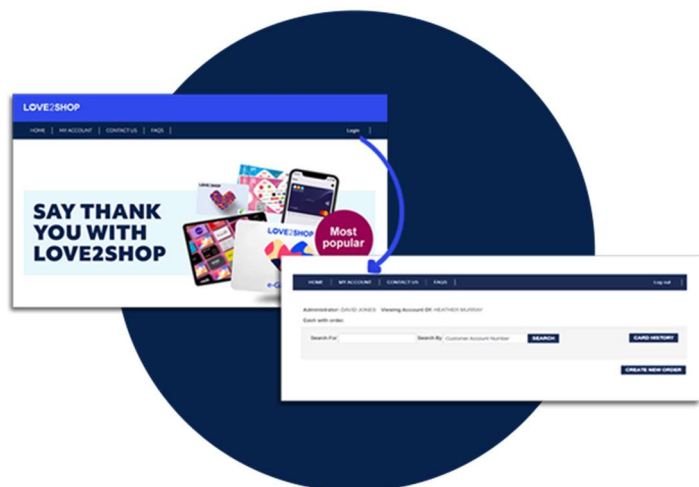
As the UK's leading Multistore physical and digital gift card, we can support you in the supply of our own products whilst also providing a wide array of brands ranging from Supermarkets to dining out and even travel.

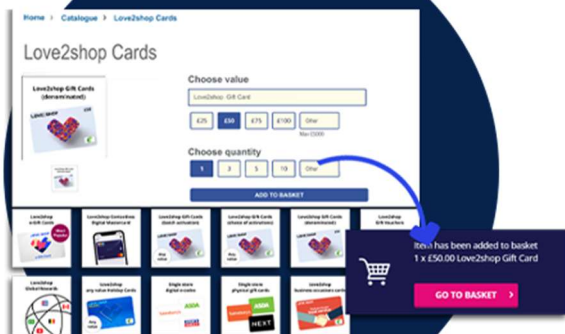
2. Access to Self Serve

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.

Gift Card Order

1. To create an order, log into <https://corporate.love2shop.co.uk/> and select **my account**.
2. When in the account select “create new order” and select “Gift Card”.

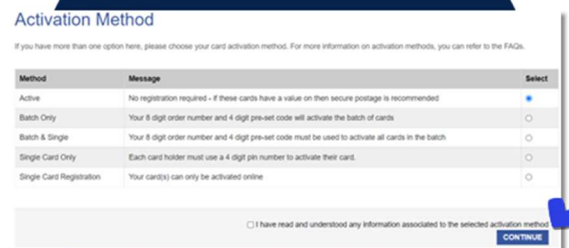




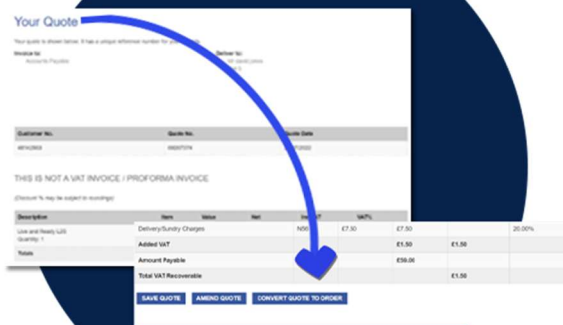
3. Select denomination and volume of cards for the order – then proceed to the basket.

4. You will then see the details of the order. If ready to order, select checkout and agree to the Terms & Conditions.

5. Choose activation method (you will be prompted to select a 4-digit pin for some activation methods). Click continue once you have ticked the box to advise activation method has been understood and selected a 4-digit pin if required.



6. When customisation is not available for gift cards and no personalisation is required, select to “continue without wallets” and on the personalisation screen select “Continue”

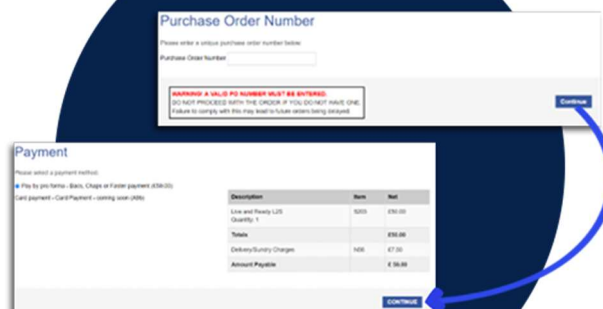


7. Enter the delivery address. If the account is a credit account, addresses will need to be registered beforehand in the background and will appear in the ordering system. You can also specify additional delivery addresses or specific delivery instructions.

8. Select the delivery method and review the fees and charges, once happy continue.

9. Review the quote and then either save or amend it. Or if happy convert the quote to order.

10. Enter a valid PO number and continue to confirm the payment method.



Your order will now appear on the account and the pro-form invoice will have been sent to the email address of the user logged in.

3. Company Information

Love2shop was established in 1967 and today is the market leader in the gift card and voucher sector. Having a highly recognisable brand with both B2C and B2B audiences, Love2shop represents choice and flexibility through its broad range of retailer partners. In early 2023 Love2shop was acquired by PayPoint to form part of the PayPoint Group; an acquisition that has mutual benefits for both businesses and their clients.



As a leading reward, recognition and incentive provider we help thousands of businesses attract & retain both employees and customers. Through a combination of providing desirable products, powerful technology and underpinned by our team of engagement experts we're trusted by 40,000+ businesses.

Brands that trust us with their rewards... plus 40,000 other clients:



4. Products & Services

PHYSICAL REWARD PRODUCTS

LOVE2SHOP GIFT CARD

- ♥ The Love2shop Gift Card gives access to over 150+ brands.
- ♥ Spend either on the high street or exchange for online retailers.
- ♥ Available in multiple denominations.
- ♥ Pre-designed gift-cards for those special occasions.
- ♥ Ask us about the option of re-loadable cards.



BRANDED GIFT CARDS

- ♥ A physical gift card with your branding makes the gift personal.
- ♥ Spend at 90+ brands retailers on the high street.
- ♥ Swap the gift card balance online to spend at 40+ online brands.
- ♥ A branded gift card means they'll remember where their reward came from.



YOUR CHOICE MASTERCARD

- ♥ Your Choice Mastercard can be spent in thousands of shops, restaurants, hotels, airlines and much more.
- ♥ Cardholders can check their balance and spending history online.
- ♥ Choose to personalise your gift with a branded letter, card carrier or greetings card.



EMPLOYEE DISCOUNT CARD

- ♥ 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.
- ♥ Load the card with £100 and it'll only cost £92.50.
- ♥ Cost-effective solution for businesses of all sizes to help employees with the ongoing cost of living crisis.
- ♥ Option to brand the card so it's a discount scheme from your business to your employees.



MEMBER BENEFITS CARD

- ♥ A reloadable discount card that can save members £1,000+ each year.
- ♥ Save 7% at over 90+ leading retailers, including dining out, days out, holidays, at the supermarket and on the high street.
- ♥ Load the card with £100 and it'll only cost £93.00.
- ♥ Cost-effective solution for organisations to offer value for money to members, boost retention and aid new member acquisition.
- ♥ Cards are branded so it is recognised as a benefit scheme for your organization.



LOVE2SHOP HOLIDAYS GIFT CARD

- ♥ Love2shop Holidays Gift Cards generate brand engagement and excitement.
- ♥ Use as an exciting customer incentive or employee reward.
- ♥ The gift card can be used for holidays around the world, or at home in the UK.
- ♥ Our in-house travel booking service offers impartial, truly flexible promotional travel rewards.



PAPER GIFT VOUCHER

- ♥ The UK's #1 multi-retailer gift voucher.
- ♥ A physical gift voucher which is suitable for anyone, including under 18's.
- ♥ Spend at 150+ retailers in 20,000 high street stores.
- ♥ Choose a personalised gift voucher wallet to make the gift more memorable.



LOVE2SHOP DIGITAL PRODUCTS

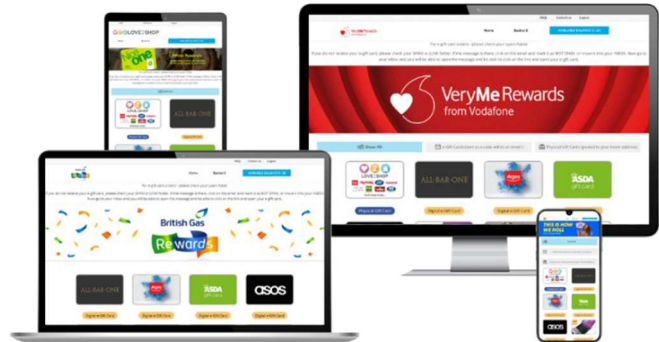
LOVE2SHOP E-GIFT CARD

- ♥ The Love2shop e-Gift Card gives recipients access to 40+ brands.
- ♥ Delivered as a digital code via email or text message at a time that suits you.
- ♥ The recipient can choose where to spend, from dining out, days out or popular shopping stores.
- ♥ Easy online process for the recipient to receive and choose their gift.



LOVE2SHOP E-GIFT CARD WITH BESPOKE CATALOGUE AND BRANDING

- ♥ A fully branded user experience alongside a curated catalogue of retailers that you choose.
- ♥ The e-Gift Card is delivered as a digital code via email or text message at a time that suits you.
- ♥ Easy online process for the recipient to receive and choose their gift.



LOVE2SHOP CONTACTLESS(VIRTUAL MASTERCARD)

- ♥ Love2shop Contactless is an instant, digital gift that is accepted by 120+ brands.
- ♥ Fully digital multi-retailer gift card is easy to send by text, email WhatsApp or Facebook Messenger.
- ♥ Recipients can spend online, or add to their mobile wallet to take in-store and spend.
- ♥ With the option to personalise the delivery experience with your own brand, it's a great way to thank customers or employees.



5. Fulfilment

We deliver over £200 million in gift cards and vouchers each year. By operating a safe and secure fulfilment process, our clients are confident in our packing and distribution services. Our approach is flexible, cost-effective and hassle-free, whether choosing physical or digital reward products.

PHYSICAL PRODUCTS

Gift cards & vouchers can be distributed in bulk, batches or to individual addresses to suit you. Our team provide exceptional service and flexibility, taking away the hassle of distributing rewards. Select from a range of delivery services - Royal Mail, DX & TNT - to meet your time and budget needs.

DIGITAL REWARDS

Fast, secure, and cost-effective, plus the option for us to distribute rewards direct to recipients. There's also the option to add a personalised message for the recipient which makes your reward all the more special.

API INTEGRATION

Order physical or digital rewards via API and the fulfilment process starts immediately. Digital rewards can be delivered in real-time to distribute to your recipients. Our API offers increased efficiency and control to your rewards program, and there's no charge for using our API platform.

6. Commercials

Please see separate document G-Cloud 14

7. 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 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

