



The world's leading Benefit Program

Press information

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myWorld International AG

With locations in over 50 countries, myWorld International AG is a world-class company whose Benefit Program is enjoyed by thousands of Partners and millions of shoppers.



myWorld International AG operates the world-leading myWorld Benefit Program, which offers a wealth of attractive benefits for Members, retailers and service providers alike. Members can enjoy Cashback and Shopping Points with every purchase from myWorld Partners – regardless of whether they shop online or in-store. In turn, Partners benefit from an efficient customer loyalty programme, which helps them increase their visibility and sales. More than 16 million customers and more than 400,000 Partners in over 50 markets already use the myWorld Benefit Program.

Located in Graz, Austria, myWorld International unifies over 50 myWorld subsidiaries under one roof. Through intensive and efficient cooperation between these players, myWorld achieves a crucial goal: providing the best possible products and services to shoppers and Partners around the world.

myWorld International AG

Headquarters: Graz

Open markets: 50+

Employees: 600+

myWorld Benefit Program

Members: 16+ million

Partners: 400,000+

Reach: 50+ countries



Money back with every purchase

Whether online, via the App or in-store, the myWorld Benefit Program introduces a unique world of benefits to shoppers.



benefits for Members:

- Cashback and valuable Shopping Points
- Over 400,000 shops of all sizes and sectors
- eVouchers from top brands
- Shop in-store, online or via the App
- Benefits across countries and sectors



With its 400,000 participating retailers and service providers, the myWorld Benefit Program inspires shoppers in over 50 countries with all types of modern shopping. Thousands of beloved online shops can be found on myworld.com and on the myWorld App. Those who prefer to shop in-store are sure to find what they are looking for at one of the numerous Local Partners. After making their purchase, customers only need to simply scan their bill with the innovative Scan & Go feature in the myWorld App in order to secure attractive benefits from Local myWorld Partners. Alternatively, their personal barcode or QR code can be scanned at the checkout, which is displayed in the App.

As diverse as the shopping options are, they all have one thing in common: shoppers collect Shopping Points and Cashback with every purchase at myWorld Partners. All they have to do is register for the myWorld Benefit Program – free of charge and non-binding, of course.

Cashback and Shopping Points

Every time Members make a purchase in the myWorld Benefit Program, they receive Cashback. With the collected amount, they can continue shopping right away. Users always have an overview in their personal myWorld profile of the benefits they have already collected.

In addition to Cashback, Members receive Shopping Points on their purchases with myWorld Partners. Shopping Points are an obvious highlight of the myWorld Benefit Program because they can be converted into real money – on myworld.com as well as via the myWorld App or directly in-store.

All myWorld Members must do is shop at one of the numerous Online or Local Partners that are currently offering a Cashback Deal and they receive even more Cashback without any additional effort.

myWorld App

For the best shopping experience on the go, Members can use the free myWorld App, which is available for Apple and Android mobile devices. That way they always have an overview of Partners nearby, all online shops and millions of products as well as currently available coupon codes, digital vouchers (eVouchers), Cashback Deals and benefits. Within the myWorld App, they can also use the Scan & Go feature, which will pop up just by shaking the smartphone. In addition, Members can find the digital Cashback Card with their personal barcode or QR code here, which they only need to have scanned at the checkout. If it is not possible to scan one of these codes, a four-digit Quick Code is also available, which quickly assigns the purchase and the benefits to the shopper.

myWorld Plug-in for online shoppers

So that myWorld Members never again miss out on benefits while shopping online, myWorld has developed its own browser plug-in. The practical extension for desktop browsers automatically indicates whether shoppers are visiting a Partner's online shop and ensures benefits are credited for the purchase with just a click. In addition, it lets you know when a Partner is among the results of an online search and whether this Partner is currently offering Cashback Deals.

myworld.com

All benefits in one app

The myWorld App is a must-have for shopping enthusiasts around the world. It allows users to immerse themselves in the myWorld adventure anytime and anywhere.

The myWorld App, available for both Apple and Android devices, allows shoppers to explore a vast range of benefits anytime, anywhere.

Cashback Deals

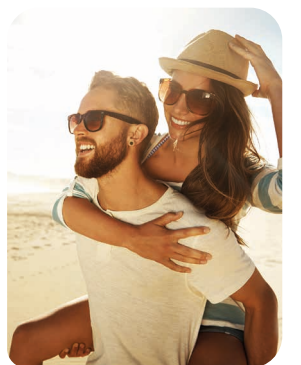
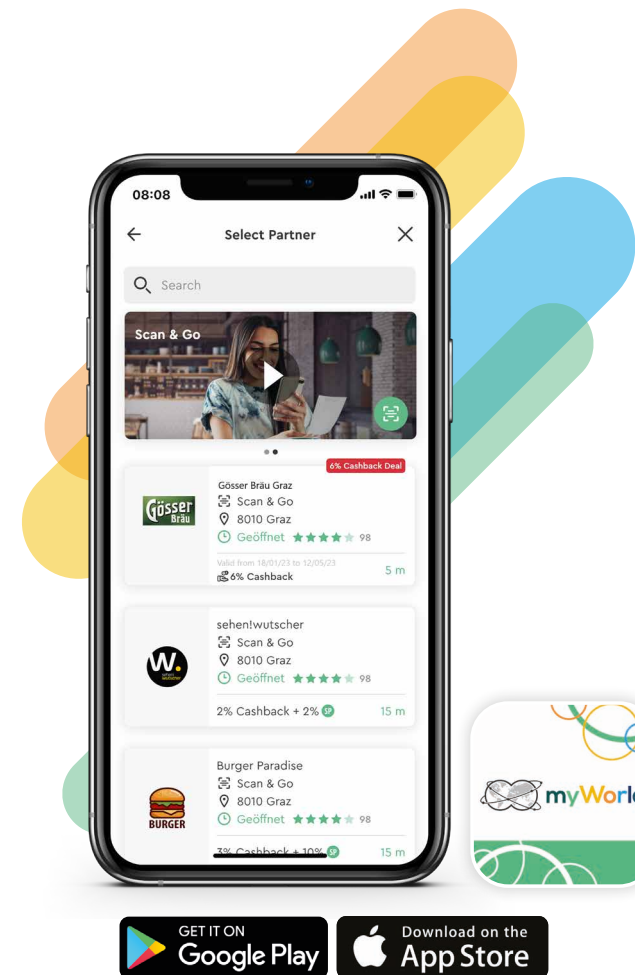
Cashback Deals are a favourite among myWorld Members, offering the unique opportunity to turn Shopping Points into real money. With these Deals, shoppers enjoy even more Cashback while the equivalent amount of Shopping Points is deducted from their myWorld profile. This way, they unlock significant savings every time they secure a Cashback Deal.

Scan & Go

With Scan & Go, Members can easily claim their myWorld Benefits after shopping with Local Partners – right from the myWorld App in just a few clicks. All they need to do in the App is choose the Partner and scan the payment receipt. This makes saving money with myWorld easier than ever.

Digital Cashback Card

In addition to Scan & Go, the digital Cashback Card serves as another essential gateway to the Benefit Program. Shoppers always have their Cashback Card readily available in the myWorld App. Showing the card's personalised barcode at checkout is all it takes to instantly receive their Benefits with myWorld Partners across all sectors in over 50 countries worldwide.



Partner products

In the myWorld App, Members can explore a vast selection of millions of products offered by myWorld Partners across more than 40 countries. Shoppers can easily search for their favorite items directly in the App and start their shopping adventure right away.

eVouchers

Especially practical about the myWorld App is the mobile availability of eVouchers from wellknown brands. Using the App, shoppers can buy these digital vouchers in seconds, redeem them at the checkout and benefit from the myWorld Benefits.

myWorld travelSearch

Travel enthusiasts will also get their money's worth with myWorld. Using travelSearch, Members can seamlessly plan their next adventure directly in the myWorld App or on myworld.com. This advanced meta-search engine, developed in partnership with travelWorld, scans over a hundred travel providers and millions of accommodation options, delivering the best deals in a clear, user-friendly overview – including exclusive Cashback and Shopping Points. This unique ability to compare prices and benefits effortlessly sets travelSearch apart in the online travel industry.

travelWorld

As an additional Benefit, myWorld also introduces its Members to the versatile travel offers of its strategic partner travelWorld. Whether it be a business trip, a city getaway or a family holiday, users can choose from over 4 million accommodations on the international online booking platform. The booking process is very simple. In just a few steps, you can book your flights, rental cars, activities and favourite accommodation at the best price using the mobile app or the website and collect Cashback and Shopping Points at the same time.



myWorld
P R E M I U M

myWorld Premium: More Cashback than ever before

myWorld Premium is the exclusive subscription model for myWorld Members offering shoppers a veritable firework of additional benefits – from unbeatable Cashback rewards at myWorld Partners to the chance to win great prizes every month.

With the abundance of benefits offered to subscribers, myWorld Premium is unparalleled in the global landscape of innovative cashback companies. In over 40 countries worldwide, myWorld Members can now sign up for a Premium Membership on myworld.com and in the myWorld App. This exclusive subscription model is designed to provide the myWorld community with more Cashback and shopping enjoyment than ever before.



Up to 50 Shopping Points* every month

Premium Members can look forward to a monthly quota of 25 or 50 Shopping Points*, depending on the country, which they can redeem for Cashback Deals at myWorld Partners online or in-store to earn even more Cashback. As always, one Shopping Point is worth 1 euro**. If the existing Shopping Points are not enough, Premium Members can buy more Shopping Points – for just 0.2 euros** each. Thus, the value of the monthly Shopping Points included in the Membership exceeds the monthly subscription price of 9.90 euros** – or 4.90 euros** in smaller countries*** – many times over. For this reason alone, myWorld Premium pays off for price-conscious shoppers.

Every offer is a Cashback Deal: up to 50% Cashback at myWorld Partners

For Premium Members, every offer from over 400,000 myWorld Partners worldwide is a Cashback Deal – regardless of whether they shop online or in the shop around the corner. But that's not all. They are also rewarded with greater price advantages. They receive up to 50% Cashback for exchanging their valuable Shopping Points.

Up to 20% Direct Cashback at travelWorld

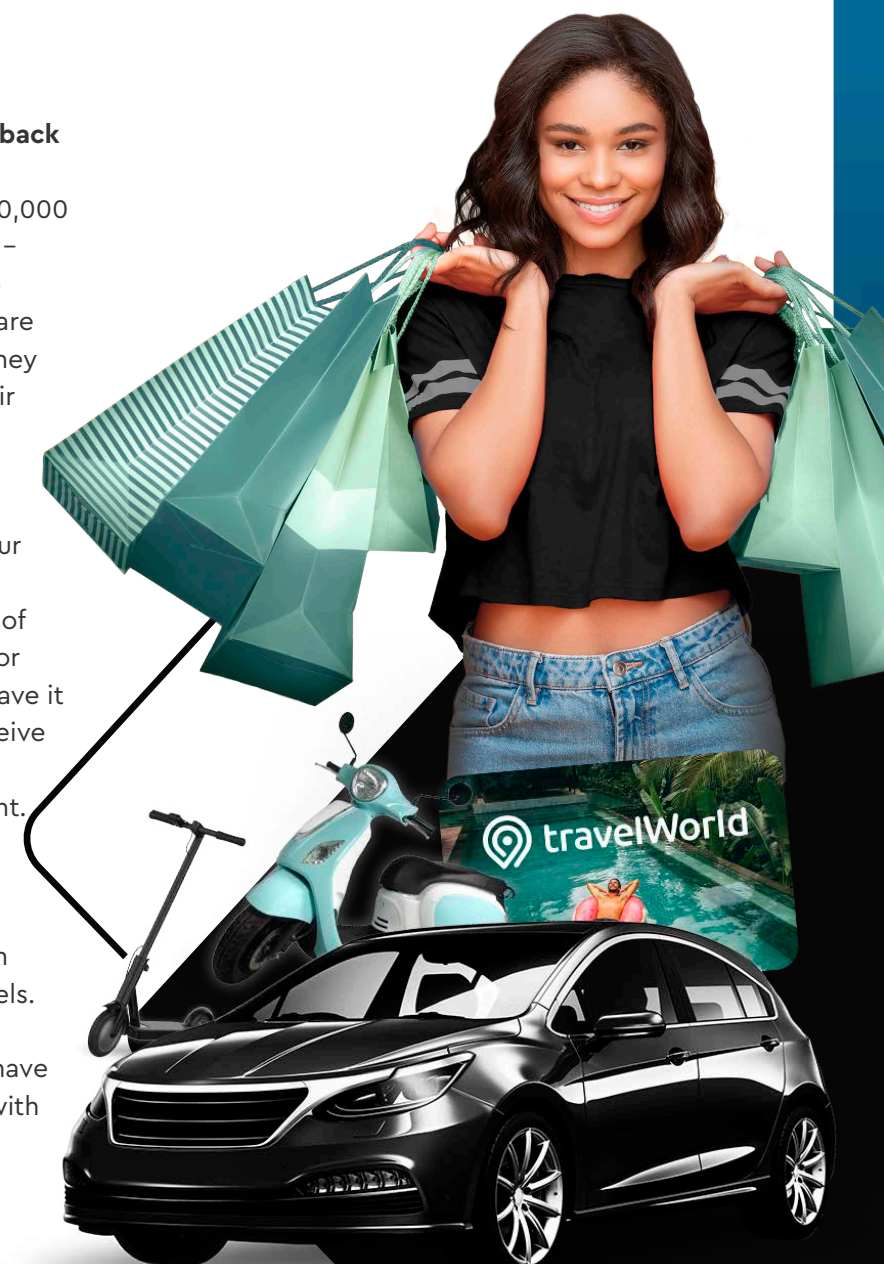
travelWorld customers can choose from over four million accommodations to plan their next trip. myWorld customers have enjoyed the privilege of attractive discounts in the form of Travel Deals for many years. myWorld Premium Members now have it even better. With every hotel booking, they receive up to 20% Direct Cashback, which is deducted directly from the final price as an instant discount.

18 levels full of fun and fantastic prizes

Premium Members have the opportunity to participate in the Premium Level Program, which takes them on an exciting journey across 18 Levels. For this journey, they need as much Premium Cashback as possible – i.e. Cashback that they have received as part of their Premium Membership with

their daily purchases at myWorld Partners and at travelWorld. Those who have collected enough Premium Cashback climb up a level and are rewarded handsomely – with Shopping Points and tickets for monthly and annual prize draws, among other things. There are fantastic prizes to be won, such as e-scooters, travelWorld gift cards or even a car worth 30,000 euros.

myworld.com/premium-membership



* or a corresponding amount of Shopping Points depending on the respective national currency

** or a corresponding amount in the currency of the respective country

***except United Kingdom (9.90 GBP) and Denmark (75 DKK)

Customer loyalty made easy

Attracting new customers is essential to company success. The myWorld Partnership offers precisely this - at a low cost.

Small and medium-sized enterprises are normally limited when it comes to the possibilities of gaining new customers and boosting sales. This is where the myWorld Partnership comes in.

Growth for SMEs

The myWorld Partnership offers SME Partners effective tools for a successful business. They can use these tools to quickly and easily register customers or create Cashback Deals to increase sales and thus gain a crucial competitive advantage – cost-efficiently and in a time-saving manner. After a one-time payment, they can enjoy the benefits of the myWorld Partnership – without limits or additional costs. A monthly commission is only payable to myWorld if myWorld Members have actually generated sales with the Partner.

Part of a worldwide shopping network

The myWorld Partnership also opens the door to the myWorld Benefit Program and to over 16 million shoppers who are looking to collect Cashback and Shopping Points on their purchases at myWorld Partners. As part of the myWorld Benefit Program, Partners are extensively promoted, which makes them particularly attractive to myWorld Members and draws new customers to the shop.

Affordable B2B purchases

The opportunities to acquire new and loyal customers are not the only benefits that myWorld Partners enjoy. As part of the myWorld Benefit Program, they can also expand their B2B business relationships by making their company purchases from other Partners and thus benefit from favourable conditions and special offers. And of course, companies can also offer their own products and services to other myWorld Partners and thereby increase their sales.

Customer loyalty for online shops and large branches

The myWorld offering around customer acquisition and retention is by no means limited to SMEs. myWorld also offers the right e-commerce solution for online shops. Using simple connectivity via an affiliate network, they gain direct access to a pool of 16 million potential customers and can use this network to actively market themselves. Even companies that have more than ten branches can rely on myWorld's years of experience when it concerns tapping into new sales channels and customer groups and increasing sales.

How to become a myWorld Partner

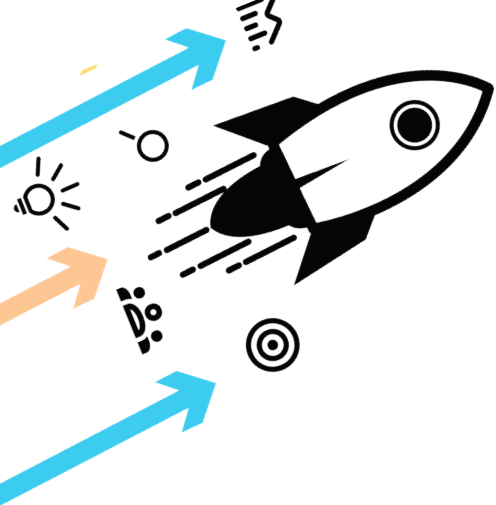
Businesses interested in an efficient and at the same time cost-effective customer loyalty solution, can register for the myWorld Partnership on partner.myworld.com.



Benefits for myWorld Partners:

- New customers for companies of all sectors and sizes
- Tools for effective customer loyalty
- Expansion of market shares
- Higher customer frequency and increase of sales
- Exclusive multi-channel marketing
- Image and brand development
- Expansion of the B2B network
- Reinvigoration of the region

partner.myworld.com



myWorld Premium Partnership – the booster for every business

The myWorld Premium Partnership is the gold standard for companies that want to maximise their success with minimum effort.

In four countries – Macedonia, Slovenia, Austria, and Portugal – companies have another option to boost their business even more with the help of myWorld: the myWorld Premium Partnership. This upgrade for myWorld Partners includes a wide range of advertising services that are unrivalled in their scope and impact. In particular, SMEs can use it to increase their reach and visibility, thereby multiplying their advertising effectiveness – for a monthly fee that fits into any advertising budget.



Exclusive advertising package for your own TV campaign

What immediately stands out in the wide-ranging mix of advertising services is the 10,000 seconds of TV advertising available to companies as part of the Premium Partnership. Each month, they can place 1,000 ads in L-banner format, each running for ten seconds and visible across all of the customer's channels and streaming boxes. The adverts even can be viewed during gaming. What's more, the campaign can be started and managed quickly and easily via the @media b2b panel and analysed using meaningful data. For many SMEs, this opens up the first concrete opportunity to address a regional, national or even international audience with targeted, measurable and affordable TV advertising. More at mediaworld.com.

Stronger presence on all myWorld channels

The overall monthly package also includes up to 10,000 web and app impressions on all myWorld channels as well as up to 10,000 newsletters and push notifications. Placement is fully automated in all cases and requires no resources or expertise on the part of the Partners. All these measures attract the attention of the myWorld community and provide strong purchasing incentives for selected target groups in the region or beyond. The Premium Ranking also contributes to an even better advertising effect. myWorld Partners who upgrade to a Premium Partnership are ranked at the top of the search results on myworld.com and in the myWorld App – and thus benefit from improved brand awareness, which leads to more clicks and consequently to more sales.



How companies benefit from a myWorld Premium Partnership

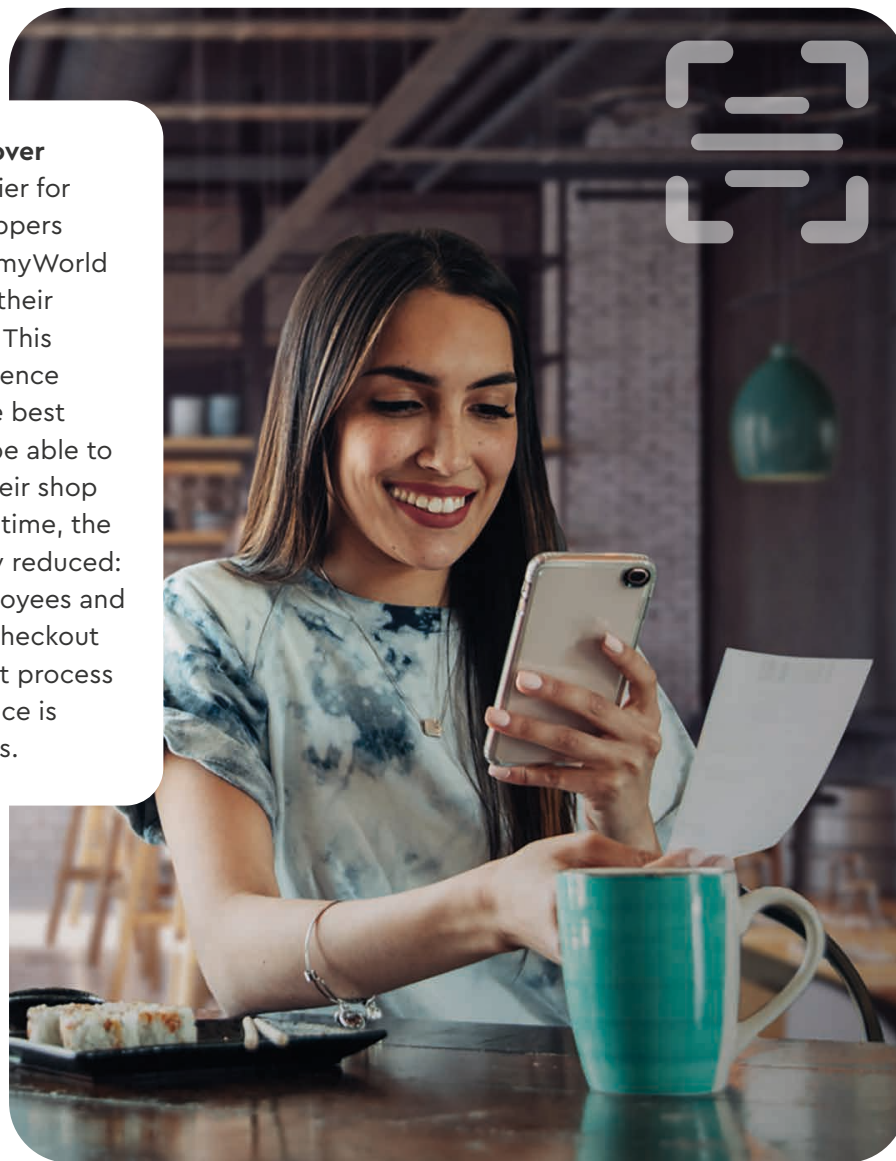
- 1,000 L-banners per month, providing a total of 10,000 seconds of TV advertising
- Up to 10,000 web and app impressions monthly across all myWorld channels
- Up to 10,000 newsletters and push notifications each month
- Premium ranking on myWorld shopping platforms
- Free Premium Membership with numerous associated benefits

Tools for business success

Big result for little money: myWorld offers its SME Partners a comprehensive myWorld Partnership that provides them with everything they need for business success – from being listed on myworld.com and in the myWorld App to highly efficient customer loyalty tools such as Cashback Deals or the Scan & Go feature.

Scan & Go – less effort, more turnover

The Scan & Go feature makes life easier for customers and companies alike. Shoppers can secure their benefits from Local myWorld Partners after shopping by scanning their invoice directly in the myWorld App. This makes the myWorld shopping experience even easier and more attractive – the best conditions for myWorld Partners to be able to welcome even more customers to their shop and increase their sales. At the same time, the effort for the company is significantly reduced: The time-consuming training of employees and the registration of purchases at the checkout are no longer necessary, the payment process is accelerated, and the scanned invoice is approved automatically in most cases.



Cashback Deals – new customers for SMEs
Cashback Deals are a highly efficient tool for SMEs to get customers excited about their products and services. As the name suggests, they reward shoppers with an increased amount of Cashback, which myWorld Partners can determine themselves. In order to secure the Cashback Deal of their choice, shoppers only have to redeem a corresponding number of Shopping Points. The process is also extremely easy for SMEs: The Deals can be created within seconds and they are immediately visible to all myWorld Members worldwide on myworld.com and in the myWorld App. This is a particularly effective way for SME Partners to draw attention to their business, gain new customers and boost their sales.



All benefits of the myWorld Partnership at a glance

- Listing in more than 50 myWorld countries (Website and myWorld App)
- Registration of new customers via the App, tablet or PC
- Sales recording via Scan & Go, the App, tablet or PC
- Module for the creation of Cashback Deals
- Special B2B shopping opportunities
- Partner Suite for easy profile management
- Online shop connection (optional)



Corporate Social Responsibility

Corporate Social Responsibility is an integral part of the myWorld corporate philosophy. This is particularly reflected in the support of two charitable associations and their worldwide education and environmental projects.



myWorld International takes its social responsibility very seriously and has therefore been involved in CSR projects around the world for many years. At the heart of these efforts is the support of the Child & Family Foundation and the Greenfinity Foundation, which are dedicated nationally and internationally to making the world a better place – for present and future generations.



#wecare

- Over 400 education and environmental projects in more than 40 countries
- Over 64,000 beneficiaries worldwide
- Thousands of committed volunteers and donors



Child & Family Foundation

The Child & Family Foundation helps children, youth and families in need around the globe – in keeping with its motto "Education. Opportunities. Future.". Together with myWorld, the Child & Family Foundation has supported and implemented over 300 education and relief projects in more than 40 countries, thereby significantly changing the lives of thousands of children and their families for the better. The central focus has been on the long-term school projects in underdeveloped regions of the world, including Honduras, Mexico, Nigeria, Tanzania and India.

childandfamily.foundation



Greenfinity Foundation

The Greenfinity Foundation has fully committed itself to its motto "Together for our world. A future together.". Its goal is to reduce the negative impact of humans on the environment. Measures implemented to ensure the preservation of natural habitats and fair access to natural resources are intended to restore the global balance. More than 130 projects in over 20 countries have already been implemented with the support of myWorld, including humanitarian projects such as the construction of hundreds of wells in one of the driest regions of Brazil.

greenfinity.foundation

Money back with every purchase

