

What's the Point?

Learnings from the Middle East

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22ND CYPRUS
grocery
retail conference

PHILOSHOPIC®

Loyalty & Rewards Programs

What's the Point?

4 Examples

10,000,000
member accounts

- > **13m Baskets**
- > **240m Items** per month

Experience

10 Years

DATA

All (but 5) Nationalities

100+ Cypriots

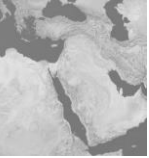
All age Generations



About ...




Cyprus based, Customers in 9 Countries



Consumer Engagement & Digital Commerce

Retail and Financial Services industries

Cloud Native, 
AI-Ready solutions
Innovative mindset



Business success
amazing consumer experiences



Member Prices

**Program Penetration
+20 pct points
Program Contribution
nearly 90%!**

Channels of Service

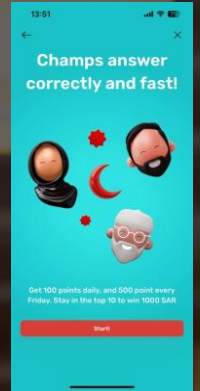
Member exclusive Self Checkout scored same usage as general usage cases in mature markets

Modern Payments

**Rewards from own and other Programs
Turned into payment methods
Turned into partnerships**

Gamification

Daily Riddles campaign
driving in-app
off-premise
engagements



Raffle draw Campaigns
participation rate
similar to points
awarding campaigns



A white humanoid robot with large black eyes and a small mouth is pushing a metal shopping cart through a grocery store aisle. The robot is positioned in the center of the frame, facing forward. The aisle is filled with shelves of various products, including snacks and canned goods. The lighting is bright, typical of a supermarket. The robot's design is sleek and futuristic, with a white body and black joints.

Hey... AI?

What's the Point...

For Loyalty & Rewards Programs in Grocery?

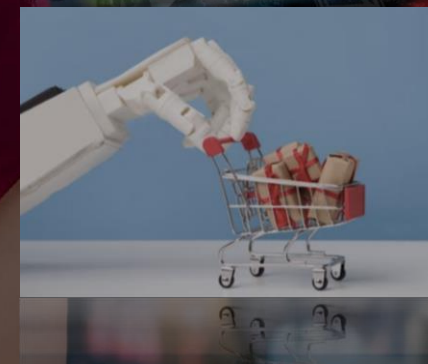
Know More Engage Smarter Reward Better

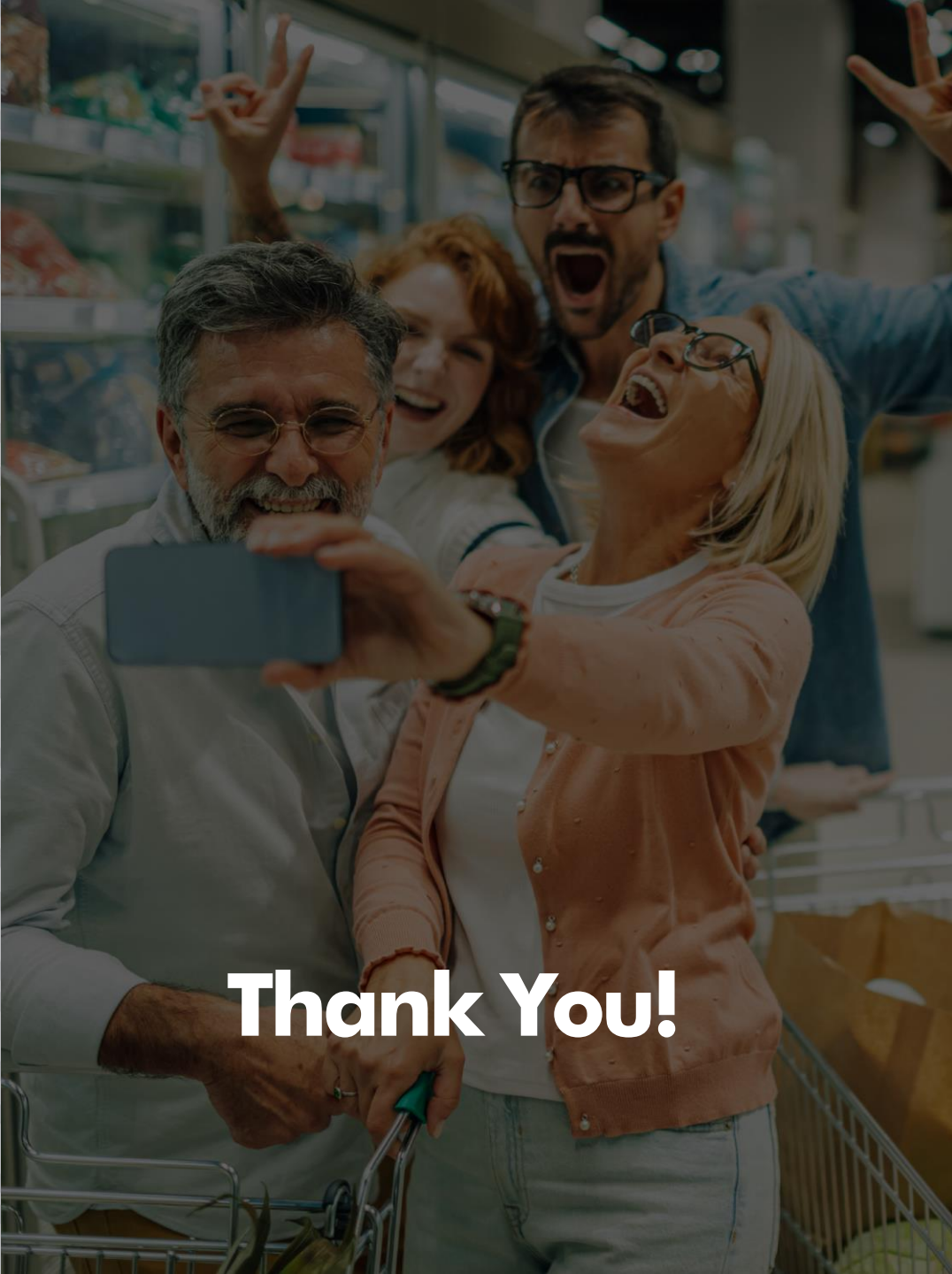


Woman



Pickle





Thank You!



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