



## Letter of recommendation

### **System implementation of COMARCH LOYALTY MANAGEMENT (CLM) at Loyalty Partners Vostok (LPV), program MALINA**

Loyalty Partners Vostok (LPV) was established in April 2005 to design, launch and manage the MALINA coalition loyalty program. LPV is a dynamic and exciting company which has quickly become a leading provider of outsourced loyalty marketing services for leading Russian retailers and B-to-C service providers. With a fully committed shareholder base (Vimpelcom, TNK-BP, 36,6 Pharmacies, Rosinter Restaurants and CM4P Vostok), LPV has grown dramatically since its inception and goes from strength to strength in delivering the highly successful MALINA loyalty program. LPV are driven by a culture of performance and a commitment to deliver best-practice Customer management and marketing solutions to our business partners. Behind the execution and development of the MALINA consumer program, the company core expertise lies in its unique capability to leverage the potential of the MALINA database and develop high-response direct marketing promotions and offers for its retail partners. Their team of specialists in database analysis, customer segmentation, IT and direct marketing is currently leading-edge in Russia. Loyalty Partners Vostok is committed to the mission assigned by its founders: «To deliver MALINA retail partners with a sustainable competitive marketing advantage through the implementation of best-practice customer management». In support of this mission, LPV has created one of Russia's most powerful marketing databases, implemented a robust analytical tool set, and established a powerful direct marketing capability with low cost channels of communication to MALINA's participating consumers, supported by a compelling rewards proposition.

The decision to choose Comarch in 2005 as a loyalty platform provider, was primarily dictated by such key criteria as: Comarch's future focused solution implemented in successful programs, experienced team, as well as defined schedule and reporting.

The Comarch Loyalty Management system was successfully implemented within 6 months by Comarch's dedicated team, which installed a Business Administration module, the Customer Web Application and Contact Center modules. Comarch also provides maintenance services.

The solution provided by Comarch met all of LPV's business and technical expectations. The system offers us numerous possibilities, such as automated issuance of standard and bonus points, customer segmentation, a



personalized communication service, as well as a possibility to create a wide range of attractive promotions based on various parameters.

We would like to underline their professional approach and confirm that Comarch's consultants demonstrated excellent knowledge of the implemented system and a great understanding of our complex business processes.

In light of the hitherto cooperation I would like to confirm that Comarch Loyalty Management is a future-proof solution that can be recommended to companies that wish to strategically manage unique and effective loyalty programs and marketing activities.

**Alexander Priezzhev**

**Operating Director, Loyalty Partners Vostok**

#### MALINA FACT SHEET

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Russia's richest consumer database

4,581,735 cards in the market

550 Participating points of sales

14 retail brands

270,000,000 MALINA transactions in 2009

8,5 MALINA transactions every second of the year!

35,000,000 land mails sent to consumers in 2009

21,000,000 emails sent to consumers in 2009

470,000 SMS sent to consumers in 2009

4,000,000,000 MALINA Points issued in 2009

Over 24,000 Rewards delivered monthly to consumers

Brand of the Year EFFIE 2006 & Best Loyalty Program of the Year 2007 & 2008; year 2009 – "For professionalism and successful collaboration" diploma from Sovintel / Beeline Business

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