

About...



[www.cardyard.co.uk](http://www.cardyard.co.uk)

## Introduction

Cardyard is an online e-commerce platform that allows people to release the value in their gift cards. It does this by converting them into cash or gift cards and sells gift cards at discount prices.

## Try out Cardyard

The press is invited to try out Cardyard by browsing the site as a guest, or using the following account to buy and sell gift cards:

<p><b>Username:</b> <a href="mailto:press@cardyard.co.uk">press@cardyard.co.uk</a> <b>Password:</b> press2015</p>
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This account has £100 Cardyard credit which you can use to buy gift cards. You are also invited to try selling a fictitious gift card on the platform. Note that any cards bought or sold on this account will be ignored.

## Why would people want to trade Gift Cards?

### Sell Gift Cards

- Get cash that you didn't have before.

### Buy Gift Cards

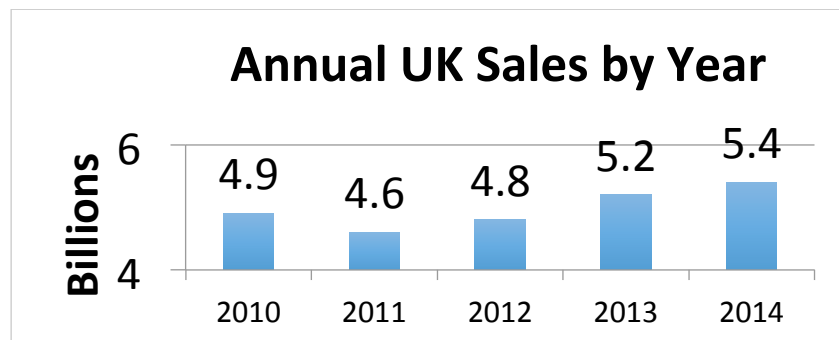
- Gift cards on Cardyard are sold at a discount, meaning everything you buy with them saves you money.
- Consolidate gift cards from different shops to buy more expensive items.
- Greater buying power: Currently a £75 Next gift card could be exchanged at no cost for a £100 New Look gift card.

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## The Market

According to the UK Gift Card & Voucher Association (UKGCVA):

- The total UK Gift Card market is valued at £5.4bn, with 6% of gift cards going unused (over £300m) annually.
- Plastic gift cards are over 70% of the market, steadily growing from less than 50% in 2008.
- eGift cards are around 4% of market but growing fast.
- There is a large and growing pool of unwanted gift cards.
- The UK has lagged behind the US, where spending on Gift Cards is 3 times greater per consumer, according to CEB Tower Group. The UK could catch up.
- CardCash is the leading US gift card exchange (over a dozen exist), with a turnover of \$95m in 2014 (70% annual increase) , equivalent to 0.07% of the primary market. This would equal £4.1m in the UK market.



There is a latent demand for trading unwanted gift cards. A 2007 report by Deloitte and Touche stated 49% of US consumers had one or more unused gift cards, the equivalent of 30 million unused gift cards in the UK (accounting for population and market differences).

### And the market is changing...

In the US e-gifting accounts for 14% of total primary gift card sales according to CEB Tower Group. The UK, currently at 4%, could catch up. As e-gifting increases, the cost of processing decreases.

## Cardyard's Value

### Team

- Experienced founder and MD who previously founded, built and sold a £10m turnover company.
- Experienced developers using the latest technologies.
- Experienced PR, marketing, business executives and advisors.
- Distinctive branding developed by a respected agency.

### Cardyard's Offering

## Features

- UK based company (Cardyard Ltd) using UK suppliers including law firms and banks.
- Complies with UK and EU requirements for privacy and consumer contracts regulations.
- Cardyard sets the selling price of gift cards, taking away uncertainty and guaranteeing timely payment.
- An efficient exchange process allows customers to receive uplifted credit for traded in gift cards which they spend on alternative cards. By avoiding conversion into cash, transaction savings are made which fully benefit the customer.
- Contemporary intuitive design with lots of information.
- Pricing algorithms and anti-fraud measures.

## Technology

- Responsive design works in browser on any size screen including smartphones.
- Uses world class web hosting, fully scalable and secure.
- Mobile app developed for iOS, Android, and Windows phone. App presents shops and cards for selection. Purchasing takes place in a browser window with seamless user handling.
- Sagepay integrated for ecommerce.

## Contact



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## Research sources

- Research by UKGCVA, Gift Cards & Vouchers in the UK – Summary 2014.  
[http://www.ukgcva.co.uk/downloads/factsheets/summary\\_2014.pdf](http://www.ukgcva.co.uk/downloads/factsheets/summary_2014.pdf)  
Includes size and makeup of UK market.

- Research by UKGCVA published by department for Business, Innovation & Skills December 2014.  
<https://www.gov.uk/government/news/millions-wasted-as-people-dont-spend-gift-vouchers>  
Stating £300m gift cards unused annually.
- CEB Tower Group. Gift Cards State of the Union 2014.<https://www.cebglobal.com/exbd/financial-services/tower-group/gift-cards/index.page>  
US spend on gift cards. Makeup of the US market.
- Stacy Janiak, Deloitte & Touche, 2007, 22nd Annual Holiday Survey of retail spending and trends.  
<http://www.prnewswire.com/news-releases/yes-virginia-there-is-a-santa-claus-gift-buying-is-expected-to-hold-steady-although-consumers-will-spend-less-overall-says-deloitte-survey-58508487.html>  
According to the survey, nearly half of US consumers (49 percent) have at least one partially or completely unused gift card; on average, these consumers have 3.7 unused cards
- Deloitte's 2014 Annual Holiday Survey.  
<http://dupress.com/articles/holiday-retail-sales-2014>  
US consumer behaviour, including use of smartphones and tablets.