

NECTAR ITALIA FACT SHEET

General Facts

- Nectar Italia is owned 75% by Aimia, a global leader in loyalty management and is the first independent loyalty coalition program uniting leading retailers in Italy.
- On 1st March 2010, Nectar Italia launched with 6 partners and 8 million catalogues in 4,610 stores across the country.
- In 2011, Nectar Italia became the biggest program in Italy by members with more than 7 million active members.

Accumulation Partners

- Members can earn Nectar Italia points from a range of physical and online retailers and can also earn points on Prepaid and Credit Cards which enable them to earn points on all their purchases.
- Nectar Italia has partnered with large brands such as Auchan, Sma, IP, UniEuro and PC City, Hertz and Unicredit.

Rewards

- Approximately 1 million redemptions since launch

October 2011

AIMIA



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