



Two Million PINS Giveaway to Celebrate the Launch of Mobile App

September 6. PINS loyalty program has launched a new mobile app to make the interaction with the program faster and easier. The new application, available for iOS and Android, features collecting offers, rewards, and account information right on the go throughout all PINS markets. To celebrate the launch of the mobile app, the program is giving away more than two million free PINS for various activities in its home markets.

Over the past year, PINS team has been working on creating a mobile app, which would suit members' ever-growing needs and serve as their daily shopping companion. The newly launched PINS mobile app allows members to see the most relevant partner offers and discounts, access their PINS balance, see transaction history, explore partner map, and discover rewards, all while shopping on the move.

The new app also features mobile only exclusive offers and free rewards, supported by enchanting visual experience and world-class usability. Additionally, to make the quest for the favorite reward more fun, members will now be able to set it as a goal and track the progress in the app. Rewards range from cinema tickets and various gifts cards to free flights with airBaltic and many other exciting options.

The launch of new PINS mobile app is supported by various entertainment events, lotteries and surprises at PINS partners in home markets, where the total amount of PINS given away exceeds two million PINS, which equals nearly 500 free flights.

Gabi Kool, Chief Executive Officer of PINS, says: "We are always looking for ways to save our customers time and enhance the loyalty experience. The PINS mobile app is the fastest and easiest way to track your progress on the go – simply at the touch of a button. My personal favorite is the ability to set a coveted reward as a goal. Following the progress is the greatest motivator for making collecting PINS a part of one's lifestyle."

Jānis Zeps, Director of Digital Marketing and Rewards of PINS, adds: "We have paid close attention to the preferences of our members, as well as analyzed the best examples of global practice. It has helped us to understand members' wishes and come up with the best possible solution we are very proud of."

**About PINS**

Since its 2014 launch PINS has rapidly grown into a global technology company, aimed at bridging cultures through innovations. With the prime focus on coalition loyalty, O2O2O, InsureTech and Top-up / Convert business lines, PINS aims to become the leading virtual currency by 2026. PINS' digital products make everyday activities, such as shopping, traveling and using payment services, easier, more rewarding and fun. The company is currently operating in Northern Europe, Turkey and Asia and is poised to roll out in many new markets in 2016 and 2017. Milestones reached in the loyalty business have already earned PINS numerous industry awards and international acclaim.

Further information:

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