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Press Release

ICLP opens offices in São Paulo and Madrid

In the face of a struggling worldwide economy, global loyalty marketing agency ICLP is bucking the trend and expanding its international reach with the opening of new offices in São Paulo and Madrid on the back of new international client wins in the hotel and technology sector.

This strategic expansion will capitalise on the rapidly growing demand for leading edge customer engagement solutions in the Latin America and Iberian Peninsula markets. It will also help support the needs of ICLP's growing customer base in these markets.

The agency now has local representation and expertise to match its global knowledge and experience in 14 countries across five continents.

ICLP will offer its integrated full service proposition in both offices, delivering consulting, account management, data analytics, creative services, IT and operational services primarily to the technology, travel, retail, finance and luxury sectors.

As the largest market in Latin America, Brazil represents a significant opportunity for ICLP and the São Paulo office will cover all emerging markets in the region, focusing particularly on Brazil, Mexico and Argentina.

The Iberian Peninsula offers an important secondary market in Europe. ICLP has secured new clients in the region including Sol Meliá, a leading Spanish hotel chain and Sporting Clube de Portugal, one of the most successful and popular Portuguese sports clubs.

Mignon Buckingham, ICLP Manager Director, commented, "At a time when brands need to engage their customers more than ever before, the opening of our São Paulo and Madrid offices creates new opportunities to add value and drive loyalty in these regions. ICLP's loyalty marketing solutions allow brands to develop meaningful and profitable relationships with their customers wherever they are in the world."

The São Paulo office (of five staff) is headed up by Account Director Cristiane Thome, and the Madrid office is headed up by Account and Business Development Director Ana Maria Arboleda.

About ICLP

ICLP is the world's NO 1 specialist loyalty marketing agency - we 'manage' (create, retain & grow) profitable relationships on behalf of our clients and deliver world-class loyalty marketing solutions via 3-core competencies: Consulting. Creative. Client Services.

ICLP currently has offices in Dallas, Dubai, Hong Kong, Kuala Lumpur, London, Madrid, Mumbai, San Francisco, São Paulo, Shanghai, Singapore, Sydney, Tokyo, and Zurich.

ICLP effectively manages profitable relationships by leveraging their commercial experience, creativity & customer insight. This enables them to define profitable behavior and identify best customers, design marketing initiatives to maintain & influence profitable behavior (create, retain



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and grow profitable relationships) and deliver incremental yield and maximise customer lifetime value. Their list of clients includes airlines and airline networks; automotive brands; financial services companies; hotels; technology companies; luxury brands and retailers.

For more information on ICLP contact your local ICLP office. Details can be found on: www.iclployalty.com



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