



Floodid to enable millions more micro-donations with Pennies

CINCINNATI, OH and COVENTRY, UK - July 6, 2022 - Floodid, the market-leading unified commerce platform, is offering Top Tier retailers an easy way to grow their social impact through a new partnership with Pennies.

Pennies is an award-winning micro-donations charity which operates the leading 'digital charity box'. It partners with payment technology providers and retailers to prompt shoppers with an option to donate a few cents as they pay for goods in-store, online or with their mobile phones. Over almost 12 years, this simple solution has generated an incredible 145 million micro-donations, raising over \$42M for good causes in the UK.

Thanks to a strong partnership and joint product team initiative, Floodid has fully integrated Pennies to its unified commerce platform, which is trusted by many of the world's largest grocery, fashion, specialty, luxury and fuel retailers. Retailers and hospitality businesses can use Floodid's platform in conjunction with their payments services provider to encourage customers to round-up transactions and donate. Floodid expects its retail customers to begin adopting Pennies functionality this year – massively accelerating their charitable impacts and helping Pennies to push on with its own growth plans.

Donna Stevens, Senior Vice President, Product & Marketing at Floodid, said: *"We are a socially-conscious business and Pennies is a wonderful concept, much-loved by retailers and their customers. With Pennies, take-up levels of optional donations have hit more than 50% in some cases. As many of our customers process hundreds of thousands of transactions each day, incorporating Pennies could be a game-changer for both their individual chosen charities and the micro-giving sector as a whole."*

The Pennies and Floodid partnership supports a fully flexible and agile approach to charitable feature/functionality. Retailers can choose their preferred charity partner and swap between different charities at different times of the year. Suggested donation levels, text prompts, plus other optionality such as suggested percentage donations can be changed as business priorities evolve. Prompting for charitable donation has also been shown to have little negative impact on checkout times in store or online baskets, even at peak times.

When a customer chooses to donate, 90% of funds goes to the retailer's nominated charity cause, and 10% to Pennies, which uses this income to increase its own footprint to generate additional digital fundraising for UK charities. Flooid makes no income from the arrangement. It is providing this native product capability as part of its own Environmental, Social and Governance priority drive, which extends to internal practices such as a recently created payroll-based way for its employees to donate to charities of their choice.

Alison Hutchinson CBE, CEO of Pennies, said: *"The scale and pedigree of Flooid's retail customers is unrivalled, and offers enormous opportunity to accelerate our positive impact. We're already seeing huge interest from Flooid customers, so we hope that soon more Top Tier retailers will be encouraging top-ups to charity partners. We look forward to adding to the 70+ well known UK brands that already trust us to help them to increase their social impact."*

To find out more about the Flooid and Pennies partnership, email marketing@flooid.com.

Notes to editors

For more information contact Rob Dyson, Head of PR, Pennies, at Rob.Dyson@pennies.org.uk or Andy Howell, Marketing Director, Pennies, at Andy.Howell@pennies.org.uk.

About Flooid

Flooid is a market-leading unified commerce platform that enables retail and hospitality brands to sell to customers flexibly and consistently, wherever they are and however they choose to shop. Our solutions enable retailers to select the right mix of services and tech partners to facilitate the selling journey that's right for every customer. See <https://www.flooid.com>.

About Pennies

Pennies is a FinTech charity that puts social purpose at the heart of business, because micro-donations matter. Pennies works with more than 70 of the UK's biggest brands, giving customers paying by card, digital wallet and emerging payment channels a convenient way to add a small donation to their purchase when shopping with participating retailers. Pennies estimates micro-donations offer an ambitious but achievable way to inject an additional £1bn into the UK charity sector. See <https://www.pennies.org.uk>.