

KEEP 
LOCAL



Local gifts. Made simple.

**Let's preserve
the local life
and business
together!**

KeepLocal supports local businesses,
trade associations and communities
in the digitized implementation of
on- and offline gift cards.





OUR GOAL

To preserve local life and business we make regional gift cards easily available everywhere – right beside the gift cards of Amazon, Google, etc.





Our motivation

The variety of local stores is too valuable to leave the shopping world to a few big stores and major online companies. KeepLocal is committed to strengthen the local economy and to preserve it for generations to come.

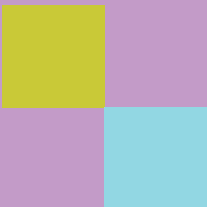
Our vision

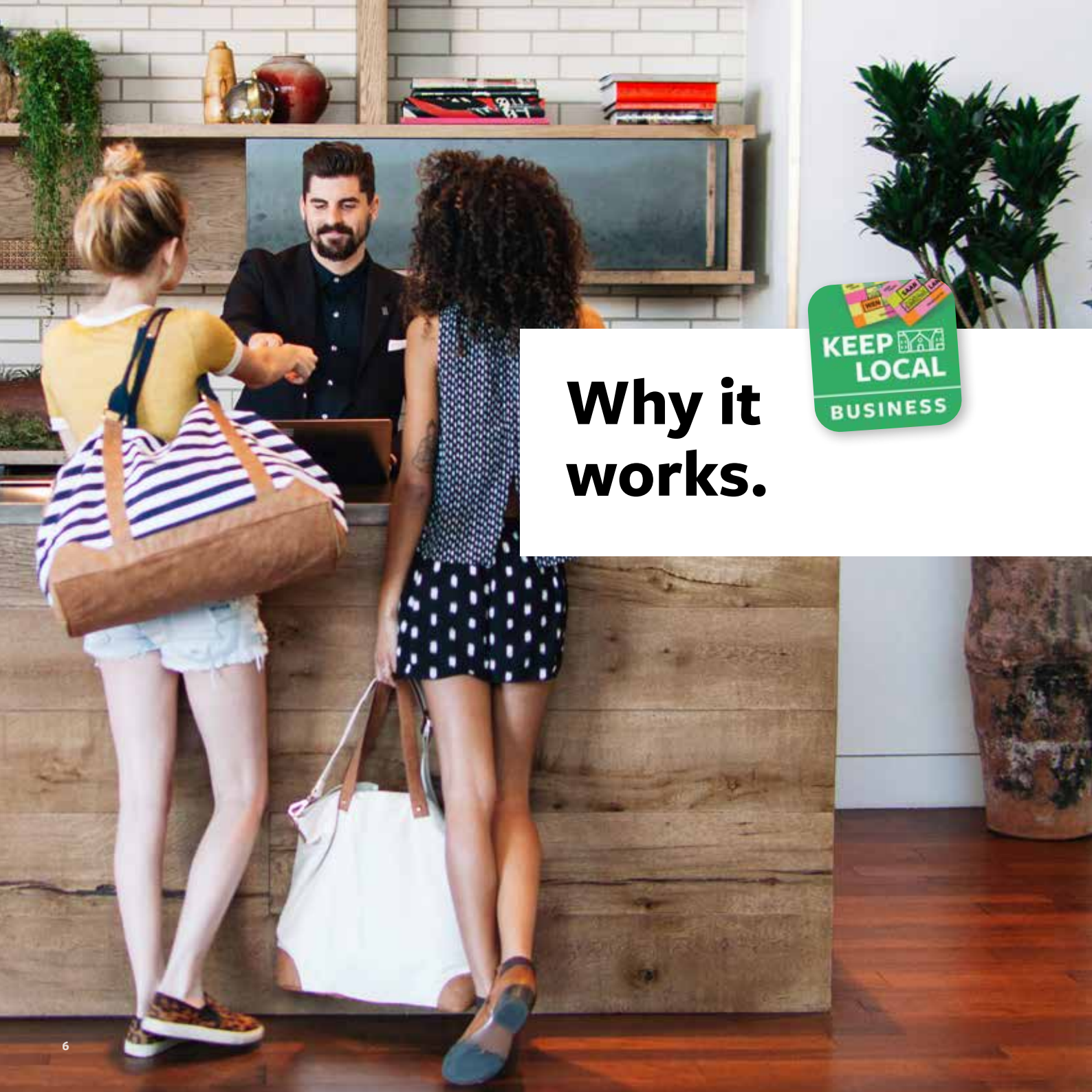
We at KeepLocal want – together with you – to preserve local retail and regional gastronomy and thus fill inner cities, communities and regions with more life again.



Our offer

Our KeepLocal gift cards are available digitally and as 100% ecologically produced gift cards – in lovely designs, easy to personalise and great as gifts!





**Why it
works.**





AVAILABLE

KeepLocal gift cards are available everywhere as a local alternative to Amazon, Google, etc.

VERSATILE

Thousands of regional redemption points ensure a benefit for everyone, both givers and recipients.

FREE

Free of charge for cities, trade associations and partners. We handle the complete accounting for you.



SIMPLE

All KeepLocal gift cards comply with industry standards and can therefore be sold through third parties. Shopping and redemption is a one-step process and works without any conversion.

Who is using KeepLocal?



Givers

The KeepLocal gift card is for anyone who is looking for a flexible gift for a loved one and additionally intends to do something good for the region.

A photograph of two women sitting at a table in a cafe, laughing heartily. The woman on the left has long brown hair and is wearing a brown jacket over a white turtleneck and a black patterned scarf. The woman on the right has dark curly hair and is wearing a yellow polka-dot blouse. They are both holding white coffee cups. A small cake with fruit is on the table. A blue dotted line starts from the bottom left and curves upwards towards the 'Recipients' header. A green dotted line starts from the right side of the text and curves downwards and to the left.

Recipients

The KeepLocal gift card is the new local currency. Whether as a city/community or regional gift card or an individualised partner card – redeeming it is a piece of cake.

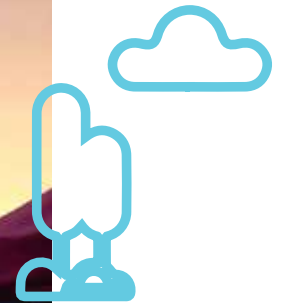
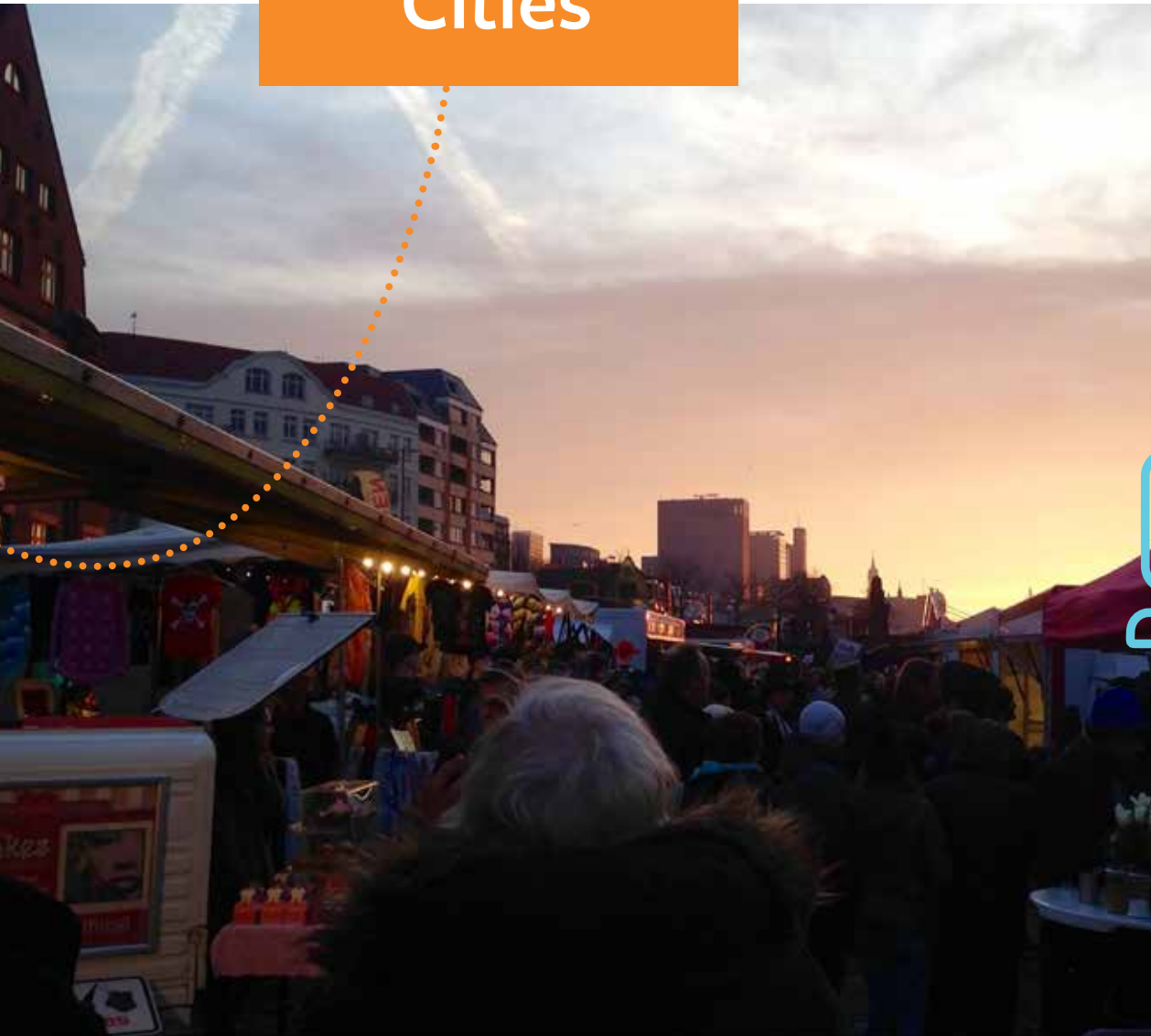


Partners

With the KeepLocal gift card all local businesses can grow. Whether it's a fashion store, a barber shop or a tattoo studio, KeepLocal builds bridges to customers and connects businesses. For even more solidarity with each other gift cards from befriended stores can also be sold in your own store.

And last but not least: The KeepLocal gift card brings life back to our cities, communities and regions. The reactivation of local shopping makes our regions more attractive in daily life for everyone.

Cities





Partners

**Become part of our
local community!**

Our goal is to put local retailers, restaurateurs and service providers in the spotlight! Benefit from our local gift card system – online and offline!



.....

*“Thanks to KeepLocal, I can finally sell gift cards reliably and easily around the clock. **That way I reach a lot more people and increase my sales.** I also really like the KeepLocal **networking idea**: by displaying my gift cards at retailers we are acquainted with, I get free advertising – and a direct referral.”*

– Manuel Jakob, Bruder Jakob, St. Wendel



Download the app and register now:



Your benefits at a glance

- ✓ More sales through higher visibility & omnipresent availability
- ✓ No registration fee, no running costs and also no hidden fees
- ✓ Easy registration and handling, personal customer success manager included. We are always there for you! 💖

Register in just 2 minutes!

1



REGISTER EASILY

The registration is free and takes only a few steps.

2



BECOME VISIBLE

Once part of the KeepLocal community, your store is presented on the KeepLocal website with all relevant information. Your gift cards are offered online and at our sales partners.

3



DESIGN YOUR CARD

Each store can appear in its own design. Just upload your colors and logo. Online the gift cards are available immediately! An individual design is possible on request.

4



REDEEM GIFT CARDS

Gift cards can be redeemed by simply scanning the code. Everything else – the payment, commission debit and update of the gift card value – is fully automated.

Givers & Recipients

**Gift a piece
of home!**

KeepLocal gift cards can be redeemed at countless partners from different industries. Whoever gives a KeepLocal gift card makes a valuable gift, because they ...

- make a loved one happy,
- strengthen their own region and secure many jobs and
- can reduce the negative effects of online trade on our environment



.....

*“I like the KeepLocal gift cards because **it’s convenient and easy to buy**. I can finally give away gift cards from my city digitally and don’t have to drive into town with my children to buy them.”*

– Katja Schneider,
St. Wendel



Your benefits at a glance

- ✓ Gift cards are available with fixed values and as a flexible gift card with an individually selectable amount
- ✓ Available in retail stores, supermarkets, gas stations and many other points of sale
- ✓ Easy to purchase on- and offline
- ✓ Simple online version with a freely selectable value, ranging from €10 to €250
- ✓ Available as city/community and regional gift card – valid at all participating retailers
- ✓ Available as a retailer or gastronomy-specific gift card, if one would like the gift to be specific

Give away KeepLocal online? It's that simple:

1



CHOOSE THE OCCASION

We offer several designs to match every taste. Find cards for the occasion of a birth, birthday or a wedding, for Christmas and other occasions.

2



SELECT THE LOCATION

The community, city or region of the recipient or an individual business, if you'd like the gift to be specific.

3



SET THE VALUE

KeepLocal gift cards are available in flexible values between €10 and €250.

4



SELECT THE SHIPPING METHOD

As an email or text message, for self-printing or sent by post and wrapped as a gift: you can choose the appropriate delivery for every situation.

5



PERSONALISE

Customize the gift card online to give it a personal touch.

6



PAY

Payment is simple and secure, executed directly online.



Cities and trade associations

**Every region
is unique.**



.....

*“With KeepLocal, we have finally found a gift card system for Bad Laer that has been thought through and is easy to use. The online sale of the gift cards and the integration into the city portal is a **real added value for Bad Laer.**”*

*– Josef Westing,
1st Chairman
of INFO Bad Laer*

Every city, every neighborhood, every municipality can now digitize its own gift cards – very easily and without any costs.

The benefits at a glance

- ✓ **Revitalization of cities, communities and regions**
- ✓ **Attractive location for companies and citizens**
- ✓ **Purchasing power is tied locally**
- ✓ **No additional costs for employees or programs – we take care of everything**
- ✓ **Strong positioning in city competition**
- ✓ **In Germany: Attractive for companies that reward their employees with the tax-free €50 gift card from their region. For other countries we find appropriate solutions.**





The innovative and sustainable bonus for employees

Every country has different options for employers to reward their employees. In Germany every company can reward its employees with benefits in kind up to €50 per month tax-exempt. KeepLocal provides individual benefits in kind on a card. You can use the KeepLocal card to give away non-cash benefits to your employees. In this way, for them gross equals net. In Germany the KeepLocal employee gift card is your attractive tool for employee retention.



.....

“In the competition for the best employees, attractive tools for employee retention are becoming increasingly important for an employer. KeepLocal is such a tool – and for us as an employer it is tax-exempt, convenient and almost completely administration-free.

Our employees are happy about the monthly gift card, which they can redeem directly in their region at many shops and restaurants.”

Oliver Bardel, Plant Manager
Hörmann KG
Freisen



Employers



If you are in Germany and want to show appreciation to your employees, give them the KeepLocal employee card. This not only makes your employees happy, but also strengthens the purchasing power in your region.

We have come up with four easy ways how to provide the €50 gift card.

Engage your employees with the ...

1. City or regional gift card
2. Reloadable employee card
3. Rechargeable employee card with your company logo
4. City and regional gift card by email

We look forward to working with you!

Terms & conditions

No basic fees, no setup costs, our apps – free, but certainly not in vain! With the KeepLocal gift card system you can easily increase your sales.

Your model to increase
your sales with KeepLocal

0€ FREE

0% fees, full turnover*

Sales commission 2%

0% fees when selling your own retailer gift card at your store,
when selling elsewhere 4.9% fees

All figures gross.

*Valid in all cities, municipalities and regions that appear in the KeepLocal corporate design. KeepLocal is a Germany-wide gift card system that thrives on a uniform appearance and consistent marketing. We are happy to provide cities and municipalities

with our know-how and IT infrastructure even if they want to use the gift cards in a different style. In this case, there are costs for the production of the cards and 4.9% fees when redeeming them.

We support you!



As a partner, we are happy to support you in promoting the KeepLocal gift cards. You can request flyers and stickers from us free of charge at any time.



For the presentation of gift cards you can use these gift card stands or displays, which both can be purchased from us:

✓ GIFT CARD DISPLAY

- For 1 gift card = 5 €
- For 2 gift cards = 10 €
- For 4 gift cards = 15 €

✓ GIFT CARD STAND

- For 9 gift cards = 50 € (incl. hooks)
- For 16 gift cards = 60 € (incl. hooks)
- For 84 gift cards = 260 € (incl. hooks)

(plus shipping costs, which we will gladly calculate for you up to date)

All figures net.

Partners

Retailers, restaurateurs,
craftsmen and service providers


Registration fee	Sell gift cards from befriended merchants	Own gift cards sold externally	Accept city and regional gift cards
none	2 %	4,9 %	0 %
	Commission	Fees	Fees
Sell your own gift cards	Monthly basic fee	Sell city gift cards	All figures are gross. If you are entitled to deduct input tax, the figures are reduced by the VAT.
free (excluding production costs)	none	2 %	
		Commission	



The KeepLocal story

Two entrepreneurs for lively cities and communities

2018, Saturday evening, just before Christmas, 7:30 pm. KeepLocal co-founder Heidi Houy is standing in line at the checkout in the drug-store, witnessing ten other customers in front of her taking gift cards from the major online retailers off the rack and buying them. She wonders, “Why are there only the gift cards from the big online retailers and none of my fashion store or our city?”




“Our goal is to strengthen the local economy and preserve it for future generations. That is why we have brought a regional gift card system into life that helps local stores compete against the overwhelming international competition.”





Heidi Houy and Andreas Maurer, founders of KeepLocal



Heidi and Andreas met in 2018 at a business meeting in the Saarland, where Heidi talked about her vision: Gift cards from local companies and the corresponding city gift cards are at least as important as vouchers from Amazon, Google and Co. The two entrepreneurs developed a disruptive concept and immediately realized the enormous potential.

This lay the foundation of KeepLocal: a digital gift card system that is available online and offline, offers regional gift cards at the same time and enables customers to buy gift cards for their region, city, or their favorite shops at any time and place. The two founders want to give local companies the

opportunity to invest in the local economy in a simple way: a local gift card. In this way, everyone makes a contribution to supporting retail in their city.

Heidi's and Andreas' major goal is to make inner cities more livable and attractive again, while at the same time creating jobs and reducing vacancies. Together with KeepLocal, everyone can contribute to the attractiveness and economic power of our inner cities.



Heidi is happily married and the proud mother of two children. She loves dealing with people and fashion, has a passion for her company, her city, healthy food and sport. She has been a successful retailer in St. Wendel, Saarland, for over 20 years and has always been committed to a lively inner city. Her large network and her enthusiasm are the basis on which her success is built.

.....

Heidi Houy
Co-founder
KeepLocal GmbH
heidi@keeplocal.de



Andreas is happily married and a proud dad of two boys, a firefighter by passion and likes to get to the bottom of complex processes. Andreas' work as inventor and developer of FoodGenius, the smart, digital restaurant manager, requires a holistic view and the simple, intuitive usability of complex processes: an ideal basis for a digital, easy-to-use gift card system.

.....

Andreas Maurer
Co-founder & Co-CEO
KeepLocal GmbH
andreas@keeplocal.de



**Together, they combine their personal strengths
and share the KeepLocal vision:
Making life more vibrant and sustainable for customers,
merchants, restaurants and businesses.**

Known from regional media and television.

ARD^① SR^① tagesschau^①
FERNSEHEN

Saarbrücker Zeitung

RHEIN-NECKAR-ZEITUNG

DIE RHEINPFALZ

WESTFALEN-BLATT
die Informative

TextilWirtschaft

schuhkurier*

silicon
LUXEMBOURG

**Local gifts.
Made simple.**

KEEP 
LOCAL



VARIETY

Become part of our local community and benefit from the KeepLocal power! Register now free of charge at: keeplocal.de/registration



Registering your business takes about two minutes.
You benefit from a rapidly growing network of local entrepreneurs and increase your reach and attractiveness.

keeplocal.de



KeepLocal GmbH

Tholeyer Str. 3A | Entrance B
D-66606 St. Wendel

Tel.: +49 6851/91 50 80
service@keeplocal.de

KEEP 
LOCAL