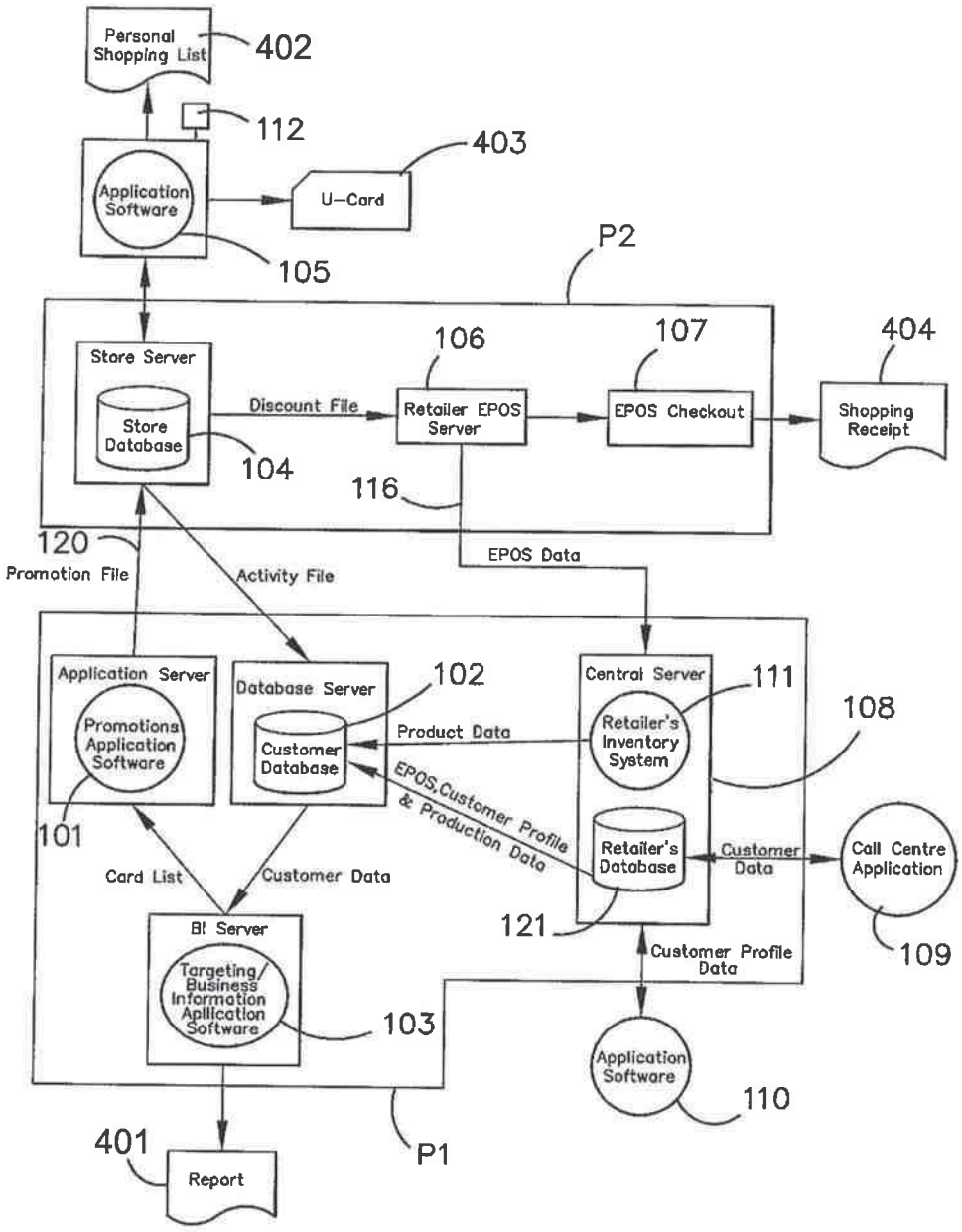

Personal Shopping List
402
112
403
Application Software
U-Card
105
P2
Store Server
106
107
404
Store Database
Discount File
Retailer EPOS Server
EPOS Checkout
Shopping Receipt
104
116
120
Promotion File
Activity File
EPOS Data
Application Server
Promotions Application Software
Database Server
102
Customer Database
Product Data
Central Server
111
Retailer's Inventory System
108
EPOS,Customer Profile & Production Data
101
Retailer's Database
Customer Data
Call Centre Application
Card List
Customer Data
121
BI Server
Customer Profile Data
109
Targeting/ Business Information Application Software
103
Application Software
110
401
Report
P1

FIGURE 1

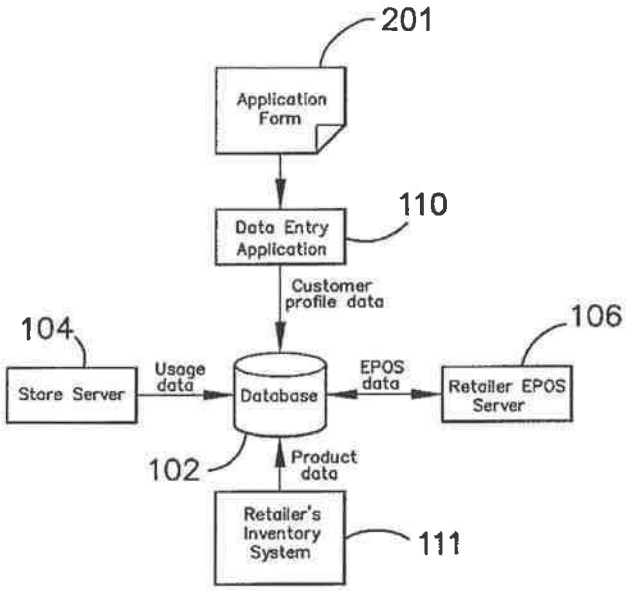


FIGURE 2

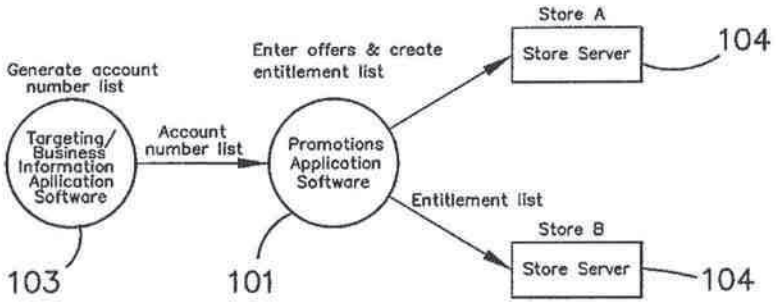


FIGURE 3

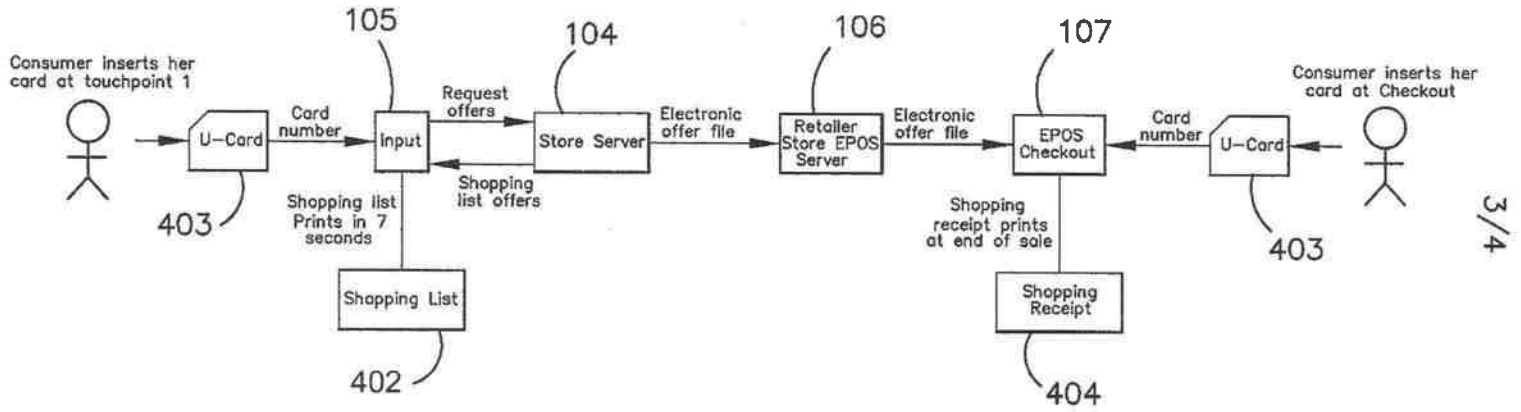

Consumer inserts her card at touchpoint 1
U-Card
403
Card number
105
Input
Request offers
Shopping list offers
104
Store Server
Electronic offer file
106
Retailer Store EPOS Server
Electronic offer file
107
EPOS Checkout
Card number
U-Card
403
Consumer inserts her card at Checkout
Shopping list Prints in 7 seconds
Shopping List
402
Shopping receipt prints at end of sale
Shopping Receipt
404

FIGURE 4

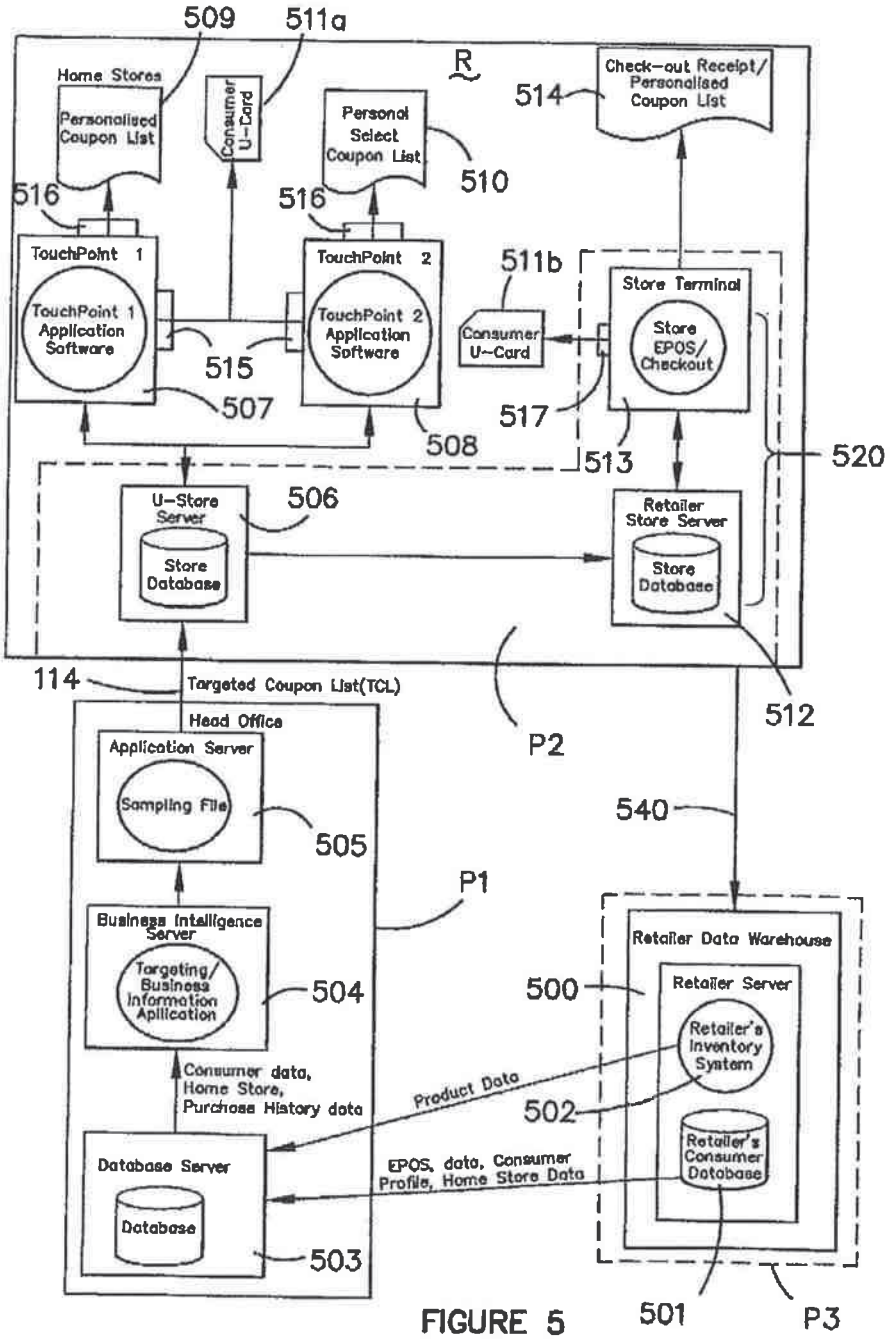

509
511a
Home Stores
Personalised Coupon List
Consumer U-Card
R
Check-out Receipt/ Personalised Coupon List
514
Personal Select Coupon List
510
516
516
TouchPoint 1
TouchPoint 1 Application Software
TouchPoint 2
TouchPoint 2 Application Software
511b
Consumer U-Card
Store Terminal
Store EPOS/ Checkout
515
507
508
517
513
520
U-Store Server
Store Database
506
Retailer Store Server
Store Database
114
Targeted Coupon List(TCL)
512
P2
Head Office
Application Server
Sampling File
505
540
P1
Business Intelligence Server
Targeting/ Business Information Application
504
Retailer Data Warehouse
500
Retailer Server
Retailer's Inventory System
Consumer data, Home Store, Purchase History data
Product Data
502
Database Server
Database
503
EPOS, data, Consumer Profile, Home Store Data
Retailer's Consumer Database
501
P3

FIGURE 5