



At the beginning of our relationship, with 1.5 million purchases per year and 11 stores, **Virgin Megastore** wished to implement a fidelity and purchase program and wished to issue a card that would allow customers to apply in-store, receive an instant approval and shop the same day.

Virgin Megastore turned to **GE Capital Bank, creator and manager of the Multissime Program**, and on 10/17/00, they became partners to launch the VIP Program: Virgin Important Person.

Owing to its information technology and credit marketing expertise, GE Capital Bank has developed and implemented two innovative solutions to allow Virgin to provide high-quality service to cardholders.

- An innovative extranet solution allows Virgin to get approval and issue a customized, ready-to-use Private Label Fidelity Card on the spot within 5 minutes after the customer's data have been entered, 7 days a week from 8 am to 12 pm.
- A multi-store fidelity point server manages all the transactions made at VIP program partners' shops and calculates the points earned by customers regarding their behavior and purchase habits, and manages the customers' accounts so that they can obtain gift vouchers when they want.

Virgin's VIP Program was launched on 10/17/00 during a gala event at Virgin Megastore Champs Elysées. Since then, the VIP Multissime Card has known a growing success

In 2002, more than 30 000 new private label credit cards were issued, as well as 50 million points and 18 million were used.

VIP Multissime cardholders receive a dedicated line of credit, free postponed payments, payments settled in three installments without fees and revolving loans

Since 2000, GECB supports Virgin Megastore in its growth : the 22 new Megastores that opened during this period immediately took advantage of the VIP Program

This year, Virgin Megastore plans to welcome a new partner, Le Furet du Nord, which notably owns Europe's largest bookshop in Lille.