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# MyStore+ to offer rewards to all PayPoint retailers

**10 June, Welwyn Garden City:** PayPoint today announces a new partnership with McCurrach, a leading multi-service sales and marketing agency, to deliver rewards and incentives to retailers on the company's convenience engagement app MyStore+.

Over the next few months, PayPoint's retail partners will be able to access rewards as part of their PayPoint package. To celebrate the partnership, McCurrach is offering brands exclusive promotional rates on deals on the MyStore+ app, to engage retailers and incentivise them to stock certain products.

**Anthony Sappor, Head of Retail Propositions & Partnerships, PayPoint said:** "We are thrilled to announce our partnership with McCurrach, which represents our commitment and ambition to drive greater value to retailers and help move their businesses forward over the long term.

"McCurrach is a leader in its field and the MyStore+ app has an intuitive, high-spec functionality which marries well with our own technological leadership in the retail sector. I look forward to working with the McCurrach team over the coming months as they fully establish their long-term value to our network of hard working, inspirational retailers throughout the UK."

## PayPoint Press Office

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## About PayPoint

For tens of thousands of businesses and their customers, we make life and payments more convenient.

For retailers, we offer innovative and time-saving technology that empowers them to achieve higher footfall and increased spend so they can grow their businesses profitably. Our innovative retail services platform, PayPoint One, is now live in over 17,800 shops in the UK and offers everything a modern convenience store needs. More broadly, we also provide card payments services to thousands of growing businesses across the hospitality, auto trade, clothing and households goods sectors. Our technology helps companies to serve customers quickly, improve business efficiency and modernise their operations.

For clients of all sizes, we also provide market-leading payments technologies without the need for capital investment. Our seamlessly integrated omnichannel solution – MultiPay – is a one-stop shop for digital and other customer payments, via any channel and on any device.

Together, these solutions help millions of consumers to control their household finances, make essential payments and access services like cash withdrawals, eMoney and parcel collections and drop-offs. Our UK network of more than 28,000 stores is bigger than all banks, supermarkets and Post Offices together, putting us at the heart of communities nationwide.

## **About McCurrach**

McCurrach's purpose is simple, to increase sales at the point of purchase. They do this by thinking strategically and leveraging digital innovation that focuses on selling more, as efficiently as possible. They combine this with data and agile resource solutions that can be deployed with pace and expert people who understand the selling environment better than anyone else.

They are an award-winning sales agency with a reputation for expert people, strong retail relationships, working with a large roster of brands of all sizes, and for creating innovative and award-winning sales and marketing campaigns. It is their commitment to these ideals that drives them towards excellence in the sales and marketing industry.

For more information:

Website [www.mccurrach.co.uk](http://www.mccurrach.co.uk)

LinkedIn [www.linkedin.com/company/mccurrach](http://www.linkedin.com/company/mccurrach)