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# PayPoint announces major Love2shop distribution partnership with InComm Payments

**Welwyn Garden City, 01 August 2024:** PayPoint has today announced an important distribution partnership for Love2shop gift cards with InComm Payments, a global payments technology provider, building on the long-standing relationship between the two companies.

The multi-year agreement will enable the distribution of Love2shop gift cards for the first time into new retailer channels, including leading UK grocers and High St. stores. This expansion has the potential to deliver a meaningful increase of more than £100 million in Love2shop billings over the next five years, building on our progress in establishing new distribution channels through 2,600 multiple retailer partners over the past year and positioning Love2shop as the leading multi-retailer gift card in the UK market.

The new partnership will start for the peak trading season this year, with gift cards available in stores within the InComm Payments retail network beginning in September 2024.

**Nick Wiles, CEO of PayPoint said:**

“We’re delighted to be expanding the distribution of Love2shop gift cards into more major UK retailers, building on our existing partnership with InComm Payments. Love2shop is the leading multi-retailer gift card in the UK market, offering customers the choice to spend with over 90 high street and online retail partners, including M&S, Argos, TK Maxx and more.”