



Bloom & Wild
Group

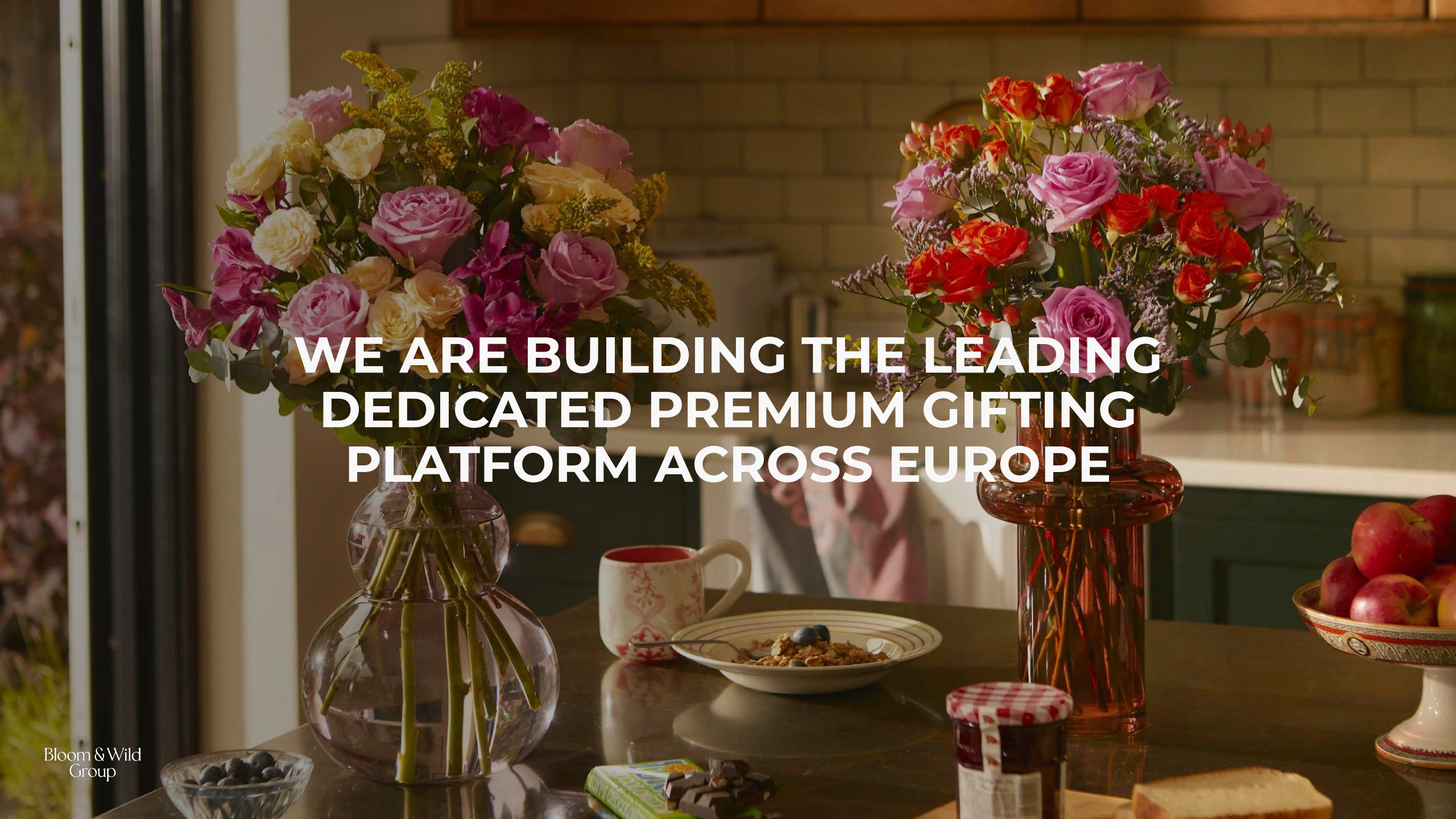
BLOOM & WILD GROUP
TBH 2025

BERGAMOTTE



BLOOM
& WILD

bloomon



**WE ARE BUILDING THE LEADING
DEDICATED PREMIUM GIFTING
PLATFORM ACROSS EUROPE**



BLOOM
& WILD



BERGAMOTTE



bloomon



INTRODUCTION TO LOYALTY AT BLOOM & WILD



**BUILDING GREAT
ADVOCACY**

**SUPPLEMENTING THAT
WITH A LOYALTY
SCHEME**



BUILDING GREAT ADVOCACY: CUSTOMER FEEDBACK OBSESSION



VALUES AND CARING WILDLY SINCE THE START

NPS SCORE

75+

UK Customer NPS

BLOOM
& WILD

✓ Claimed profile

Bloom & Wild UK

Reviews 65,387 · ★★★★★ 4.6

VIRALITY AND WORD OF MOUTH TO DRIVE GROWTH



I really appreciate this! I do often recommend to others how great bloom and wild is and will certainly continue to do so, your company's is probably the best customer service I've ever had actually!



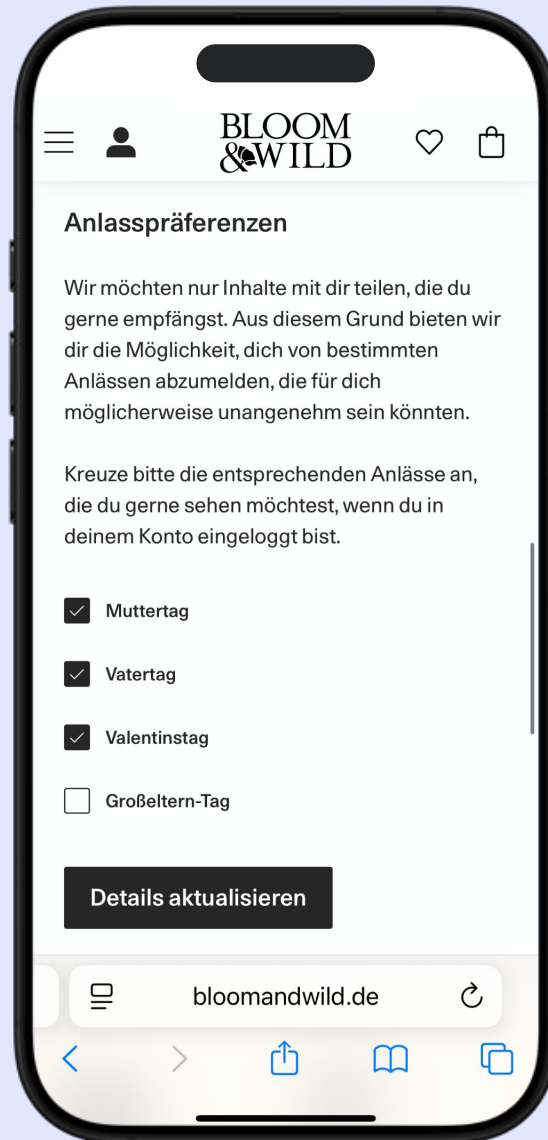
"Mum loved her flowers we are both disabled and unable to travel we only keep in touch by phone we have not see each other for nearly six year finding you website has been a godsend I will be using you again you have a good selection of things I have already spotted something for dad in December"



"It is the feeling that someone cares and understands that makes shopping with Bloom & Wild the best experience"

50%
OF CUSTOMERS
FROM VIRAL CHANNELS

GOING ABOVE AND BEYOND



BUILDING THIS INTO LOCAL MARKETING



BLOOM & WILD REWARDS

PROPRIETARY REWARDS PROGRAM

>1M Rewards members since launch

Drives App usage and customer frequency

>+50% OPC

>+40% Contribution Profit per customer



REWARDS FEATURES

Launched a year ago

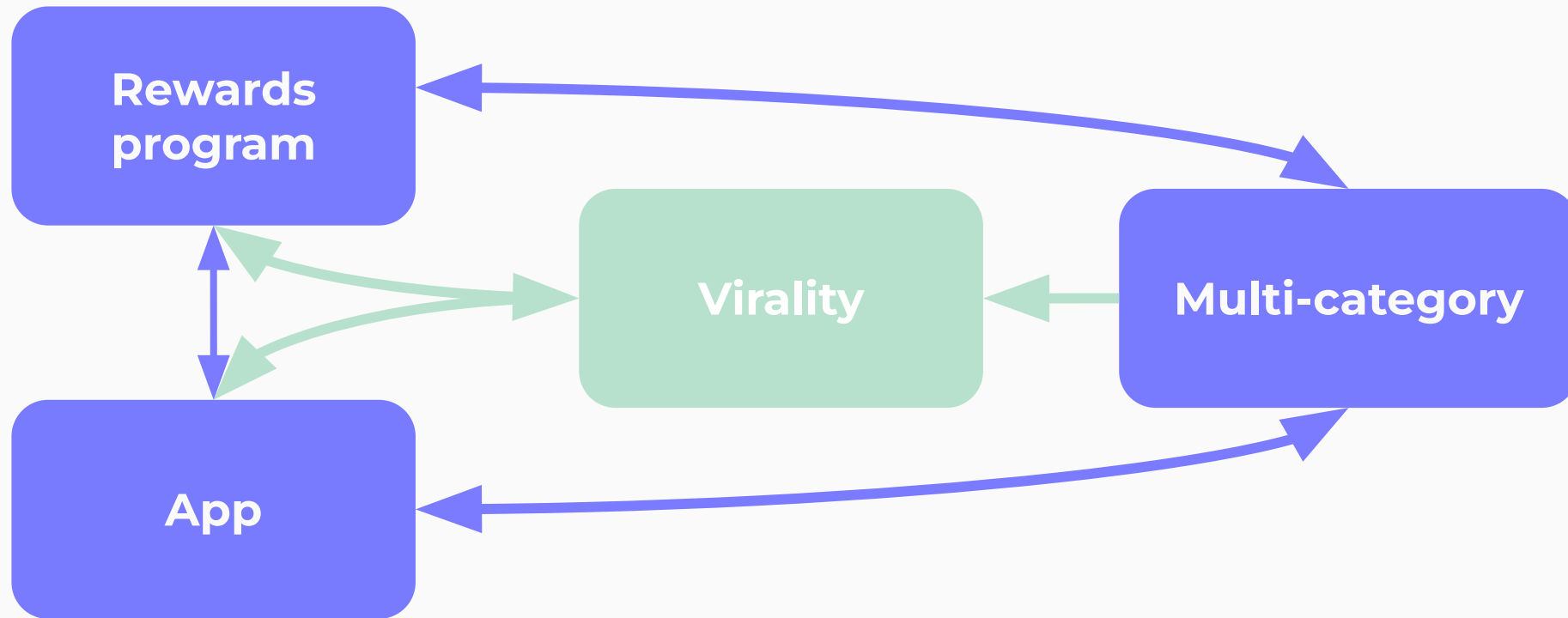
Over 1 million members

Built fully in house to be brand and country agnostic

Means we can deploy at bloomon and leverage B&W group tech capability

Interplay with bloomon subscriptions and rewarding subscribers

RELATIONSHIP BETWEEN APPS, CATEGORY EXPANSION AND LOYALTY



TAKEAWAYS

Culture of customer centricity

Act on what your hear

Build loyalty on these foundations



A hand with dark red nail polish holds a purple box with a vibrant floral pattern. The box is tilted diagonally across the frame. In the background, a pink cup of coffee sits on a wooden surface, with steam rising from it. The overall scene is warm and cozy, suggesting a gift or a special treat.

THANK YOU