



Media Contact

Justin Barrie, Co-Founder and Chief
Marketing Officer
+61 423 302 814
justin@perkler.com

Perkler Short Facts

What is Perkler?

Perkler™ is an Australian invention that will transform the loyalty and rewards market across the globe.

Perkler™ is an online community for perks and people who love them. It combines web2.0 social media with a robust search engine to deliver search, management and learning capabilities so people can get more out of the programs they are a member of – and find programs they want to join.

Perkler™ was founded by two Australian entrepreneurs, Dan Bisa and Justin Barrie, and its mission is simple: to make the complicated loyalty and rewards world simple for people.

How does Perkler work?

Loyalty is a complicated market. There are thousands of programs across the globe, offering hundreds of thousands of potential perks and all communicating in different ways at different times.

Consumers have become confused and disillusioned. They are members of programs that have huge potential benefits but they are overwhelmed and find navigating the loyalty world just too hard.

At the same time *loyalty program providers* are aiming to increase their 'loyalty currency' or worth – and in the current environment they are trying extremely hard to convert disengaged passive members into active ones.

Perkler™ focuses on the brands that people love – strong retail, product and personal services brands. We solve both consumer and retailer frustrations by facilitating interaction between the two and presenting opportunities for loyalty awareness, comparison and redemption in one online space.

We do this by:

- Enabling users to search across ALL their perks by likes, location, or both in combination – either on the web or (in the future) on their mobile at the point of purchase
- Making it easier for them to find and become a member of programs
- Creating a specialist knowledge community for people to discuss rate and tell others about programs.

This enables greater interaction on behalf of program providers by:

- Providing additional communication channels to a receptive audience
- Increasing knowledge about their users and competing brands
- Enhancing their ability to increase both membership and program sophistication.



Cubbyhole Pty Ltd
ABN 36 128 318 070
www.perkler.com
info@perkler.com.au

P +61 2 6295 6177
F +61 2 6295 2978
1/16 Bougainville St
Manuka ACT 2603 Australia



Media Contact

Justin Barrie, Co-Founder and Chief Marketing Officer
+61 423 302 814
justin@perkler.com

Who is behind Perkler™?

Perkler™ is driven by a small core team in Canberra, Australia.

Dan Bisa is co-founder and CEO. With a wealth of experience in effective funding and execution both of new ventures and individual projects, Daniel brings a strong background in finance, financial markets, and business management to Perkler™.

Justin Barrie is co-founder and CMO. Justin is one of the country's leading customer-led designers and a high-level strategic marketer. He comes to Perkler, having run his own successful consultancy firm Design Managers Australia Pty Ltd for the past five years.

Adam Cooper is CTO. Adam is a naturally gifted programmer who has evolved into an innovative technical strategist. He brings front-line application development in an SME setting, combined with experience in and a love of the latest web 2.0 technologies and enterprise solutions to Perkler™.

How did the idea come about?

Perkler™ is a collaboration between two old mates who shared one problem – we were finding it difficult to get value from our loyalty and rewards programs.

Both Dan and I had loads of memberships in programs, meaning lots of cards and literally thousands of potential perks that we were entitled to.

But we found navigating across multiple sites, understanding the total range of things available to us AND doing it alone, too difficult.

Dan had such a bad experience we decided enough was enough. Looking to get a new iPod, he tried to do the right thing and searched his credit card loyalty card program to see if his points entitled him to claim one.

A few days later (and this is absolutely true), Dan was clearing his desk to throw out some rubbish and in amongst his inbox clutter was a hardcopy brochure from his credit card company that he had forgotten about. You can guess what was in the brochure (but not on the website) – the exact iPod he had just paid \$400.00 for.

To make it simpler we thought we would should create a place where you can organise perks based on what you like and where you are, and talk to other people about perks in a specialist community.

And that is ALL perks – from your local hairdresser's specials to that mythical iPod in your credit card scheme!



Cubbyhole Pty Ltd
ABN 36 128 318 070
www.perkler.com
info@perkler.com.au

P +61 2 6295 6177
F +61 2 6295 2978
1/16 Bougainville St
Manuka ACT 2603 Australia