

## KFC UK and Ireland names AirTag IT supplier of the year for its Mobile-based Loyalty App

Morpho (Safran), the world leader in identity and security solutions, announced today that its subsidiary AirTag has won an award as the IT (information technology) Supplier of the Year from the quick-service restaurant chain KFC UK and Ireland for its Mobile-based Loyalty App.

# MOBILE OPERATORS

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AirTag has provided mobile-enabled loyalty services to KFC since 2013, using its e-wallet solution, AirShop. This loyalty app solution allows customers to earn points and redeem personalized offers or coupons in a restaurant, using their smartphone.



We're delighted to present our IT Supplier of the Year award to AirTag, which has delivered innovative digital technologies allowing us to interact with our customers in ways we have never done before. In particular, the launch of the KFC Colonel's Club loyalty program has contributed to greater customer loyalty and increased traffic in our restaurants.

Brad Scheiner, IT Director for KFC UK and Ireland



We're delighted with the success of this loyalty program in the United Kingdom. The program is now deployed in over 800 restaurants, enabling customers to download loyalty cards on a mobile app. Nearly one million customer accounts have been created as part of KFC's Colonel's Club loyalty program.

Olivier Méaux, head of Morpho's Digital Security and Authentication division

**About IDEMIA** OT-Morpho is now IDEMIA, the global leader in Augmented Identity for an increasingly digital world, with the ambition to empower citizens and consumers alike to interact, pay, connect, travel and vote in ways that are now possible in a connected environment.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, we reinvent the way we think, produce, use and protect this asset, whether for individuals or for objects. We ensure privacy and trust as well as guarantee secure, authenticated and verifiable transactions for international clients from Financial, Telecom, Identity, Public Security and IoT sectors.

OT (Oberthur Technologies) and Safran Identity & Security (Morpho) have joined forces to form IDEMIA. With close to \$3 billion in revenues and 14,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, head to [www.idemia.com](http://www.idemia.com). And follow us @IdemiaGroup on Twitter.