



**UK TAX FREE REFUND**

**NEWSLETTER No 1 February 2007**

**Winners!**

We are pleased to announce that our Tourist Payment Services machine has been recognised as Best Technological Initiative at the 2007 Credit Card Awards.

With our partners Bank of Ireland we are able to



supply you with a credit card terminal that also offers Dynamic Currency Conversion and automatic Tax Free.

"We are delighted that the industry recognises that our technology means a faster, easy hassle free tax free service. This brings real benefits to retailers and tourists" says Jonás Hagan, CEO of Euro Refund.

Contact us for more information on this new and exciting service and we will arrange to visit you and give you a demonstration. Tax Free at the touch of a button! It doesn't get easier than that.



**New Office**

January saw us move into our new offices on Great Portland Street in the heart of London's West End.

We needed more space for our new employees and more space to cope with our ever growing business. 2006 was a record year for us!

The new offices also have excellent training

room facilities, perfect for the tax free training sessions that we will be running throughout the year.

Don't worry if you aren't close to London we will be able to offer you training, and training packs wherever your stores are.

**Confidence In Tax Free**

We understand that sometimes tax free can be confusing: who is eligible, what does the tourist do at the Airport, how do I complete the form?

This year we are introducing our Confidence In Tax Free training sessions. You have the choice of how to get this training: In London we will be running two hour training sessions every second Tuesday morning at our London Office.

Alternatively our five regional sales managers are happy to visit you in your store to deliver training to you.

**New EU Members**

Remember that from January 1st 2007 tourists from Bulgaria and Romania are no longer eligible for tax free.

**Magasin du Nord**

Tax Free from every till. That's what we have delivered at Denmark's largest Department store—Magasin du Nord. Now, instead of having to visit a separate tax free bureau, tourists get their tax free form at the till.

Charlotte Kristensen sales manager at Denmark Tax Free says: "Our system automatically recog-



nises tourists credit cards and prints out a form at one of over 350 till points in the store. The re-

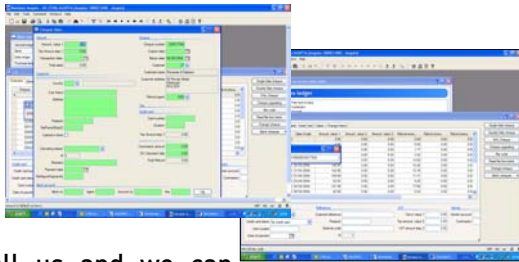
sult? More forms are printed and more tourists get their money back.”

### Online Statistics

Did you know you don't have to wait for us to come and tell you what your tax free performance is? With our unique online statistics package we supply you a username and password and you have access to real-time information on your tax free business.

Of course we will still be contact you regularly to make sure that you understand your tax free business, and where it comes from.

If you would like to know more about this service



call us and we can set you up in a couple of days and send you information to explain how to get the best from Statistics Online.

### Forms Mean Prizes!

We want to say thank you for taking the time to make sure tourists get their refunds. Each quarter we will draw two forms at random and the store staff who completed the form will each receive a gift voucher for £25.

So have a chance of winning make sure you issue



that form, and that the tourist understands how to get their refund. We'll be contacting the first winners at the end of March. Good Luck!

### New at UK Tax Free

We've got three new members of the team this year at UK Tax Free Refund. Luis Guilherme joins us in the London office as European IT Manager. Luis will be working on delivering better systems for us and our retailers. Luis is Portuguese and last lived in Madrid. Ýmir Örn Finnbogason join us as Financial Controller for our companies in the UK and Ireland. Ýmir is Icelandic and used to run the largest tourist retailer in Iceland.

Last but not least, William McMullan joins us as Sales Manager for England and Wales. William has a background in Tax Free and has worked in sales for 16 years. William says: "Our business is all about delivering customer service. We don't have a one size-fits-all approach. If there's something you want from our service I want you to let me know." So whatever it is, big or small, give will a call!

### Tourism Trends

2007 will be another year for growth in Tourism according to forecasts by industry body VisitBritain. They expect over 32 million tourists to visit the country bringing with them a combined spending power of £15.8 billion. There are some new nationalities to watch out for as well.

The Chinese Revolution: In 2005 China granted Britain Approved Destination Status, which means that Britain is being marketed as a holiday destination there. This will bring huge growth potential, which we already saw in 2006, and according to the statistics they will be visiting all parts of the country not just London.

The Russians are coming: More and more Russians are visiting the country for their holidays, coming here to shop, to visit the sites and to play Golf. There are more and more direct flights to London and other UK airports than ever before.

Both these nationalities will be provided for in our new language leaflet which we will be distributing to retailers in the first week of March.

### Contact Us

If you need to contact us for any reason you can now reach our customer service team on 0844 800 0062

### UK Tax Free Refund

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