



30<sup>th</sup> January 2019

### **HTEC LTD & PENNIES RAISE £1.2M FOR CHARITY IN 2018**

HTEC, the EPOS, payment and loyalty solutions company, is always looking for ways to make a difference and so in 2014 working with one of our key customers we partnered with Pennies, one of the fastest growing fintech charities in the UK. Pennies is a digital charity box that works by automatically giving customers the option to donate a few pence at the end of their card transaction by either rounding the transaction up to the next pound or topping up the purchase with a set donation, for example 25p.

In October 2014, HTEC integrated this innovative technology into the payment system of a large retailer who then became the first petrol forecourt retailer to offer the digital charity box to its customers. Other HTEC merchants have since joined this initiative and to date, customer donations have supported charities including Cancer Research UK, The Sebastian Coe Charitable Foundation, Asthma UK, Diabetes UK, Young Epilepsy and Alzheimer's Research UK, to name but a few.

Pennies has made it possible for HTECs customers to present their patrons with a quick and easy way to make micro-donations and it proves that a little goes a long way! In 2018, **4,846,074 micro-donations were carried out, totalling a staggering £1,211,518.50 raised for charity by HTEC merchants.**

Gempay 3, HTECs latest generation payment terminal, has been carefully developed to seamlessly integrate with Pennies. This innovative terminal is designed to meet the demanding requirements of the fuel and convenience market sector by utilising Ingenico's latest innovative hardware to offer the fastest and most reliable payment terminal. Several of the UK's major fuel brands have mandated Gempay as their standard payment equipment and each terminal creates vast opportunities for donations to be made.

Pennies says that if every UK cardholder donated just 30p a month with Pennies, £190 million in new income could be raised for charity every year. HTEC are proud to be able to facilitate the donations towards this goal, and we hope that our merchants & their customers continue to contribute to many wonderful charities through Pennies in the future.

**Stephen Noon, Payments Director of HTEC, commented:**

*"The Gempay 3 payment solution has been designed to meet the very demanding requirements of the forecourt and convenience sectors and the continuing roll out shows how well it is being received by major retailers."*

For more information about HTEC visit [www.htec.co.uk](http://www.htec.co.uk)

-ENDS-

**Notes to editor:**

HTEC Ltd, a member of Universe Group plc, provides some of the world's leading retailers with EPOS, payment and loyalty solutions. With almost 40 years' experience in the industry its software is designed with the forecourt and convenience market in mind. Processing over 2.5 million loyalty transactions across five countries, 100 million payment transactions each year, and 1.5 million stock files daily; it is committed to delivering the ideal solutions for retail businesses to make them more efficient and profitable.

**For more information:**

Website: [www.htec.co.uk](http://www.htec.co.uk)

Twitter: [@htec\\_ltd](https://twitter.com/htec_ltd)

Facebook: [@HTECLtd](https://www.facebook.com/HTECLtd)

LinkedIn: [HTEC Ltd](https://www.linkedin.com/company/htec-ltd)

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**About Pennies:**

Pennies is a fintech charity (registered no. 1122489) launched in November 2010. It is the digital upgrade of the traditional charity box, designed to fit with our increasingly cashless lifestyles. Anyone can 'feel good' give with participating Pennies retailers – by donating a few pence to charity when paying by card or mobile wallet. It's as simple as a single press of a button or click of a mouse.

Pennies has enabled an incredible 65 million small change digital donations to date through its digital charity box, raising £16 million in extra income for more than 400 charities, and growing.

Pennies is live across a breadth of 60+ retail, hospitality and service sector leaders, including Domino's, Boots Opticians, Hobbycraft, Topps Tiles, Virgin Holidays, Zizzi, The Entertainer, and Rontec and MRH roadside retail outlets. It is now also registered in the Republic of Ireland.

**How Pennies works**

The option to give appears automatically in the card payment process: on the Chip & PIN machine in-store, at the checkout online or via a smart device.

The retailer always nominates the charity that its customers can support. Pennies is entirely neutral.

100% of Pennies customer donations go to charity – 90% to the retailers' nominated charity/ies and 10% to Pennies – also a charity – to grow micro-donating movement.

At a time of consumer concern about how their data is being stored and used, Pennies is reassuringly anonymous. We neither see nor collect customer data, so customers can give in confidence – and it is always a choice to give. It really is about dropping a few pence in a charity box – but without physical cash.

**For more information on Pennies please visit:**

[www.pennies.org.uk](http://www.pennies.org.uk)

<https://www.facebook.com/Penniesorguk/>

[https://twitter.com/pennies\\_orguk](https://twitter.com/pennies_orguk)