



Benefits of the Premier Tax Free Service for Tourists

- **Expertise:** The directors and founders of Premier Tax Free created one of the first companies to operate tourist tax refund schemes in the world. Since 1985 we have developed a reputation for fast, secure and reliable sales tax refund payments for millions of tourists and business travellers. Each year we process over 1.5 million refund payments.
- **Customer Service:** Premier team players have real in-depth knowledge of their local retail and tourism markets. We like to ensure that our customers are being served by the best in the industry, that's why our employees are experienced, friendly and dedicated to giving you the very best in tax refunds to tourists. As part of Premier Tax Free dedication to their customers a tourist support service is in operation round the clock, 24 hours a day 7 days a week.
- **Excellent VAT Refund choices:** Premier Tax Free offers international travellers a wide range of refund options: direct to credit card, bank transfer, international cheque and in cash. Premier Tax Free offers its customers the option of receiving a refund in over 13 different currencies.
- **Vast Cash Refund Network:** With Premier Tax Free visitors enjoy a global network of cash refund locations, giving them the freedom to receive their refund at a time and location that is convenient for them. In partnership with some of the world's largest banks, tourists may be refunded in all major European airports, city centre locations or when they return home via a vast selection of refund locations Europe, Russia, Asia and North America.
- **Convenience:** Pre-stamped self addressed envelopes are provided for customers so that they can return their tax free form free of charge.



Benefits of the Premier Tax Free Service for Retailers

- **Increased Sales:** Customers spend more when they know they will be receiving a significant part of their money back.
- **Modern In-Store Technical Solutions:** We have the technology to speed up your customer's payment process with rapid electronic form issuing. No more form filling or waiting while customers write in their details. You focus on selling, we'll do the rest.
- **Training:** We offer detailed seminars and/or in-store training for your sales and administration staff focusing on the following areas:
 - I. The Premier Tax Free shopping service.
 - II. Using tax free shopping as a sales tool to increase revenue.
 - III. Providing deeper insight and understanding on foreign tourist behaviour.
 - IV. How to use Premier Tax Free electronic solutions.
- **Cost Cutting:** We supply tax free documentation and marketing material free of charge.
- **Premier Statistics:** provides you with a comprehensive insight into market trends, buyer profiles and buying habits. With this important knowledge to hand, you can easily adapt strategies and respond to new and changing customer demands.

The Premier Statistics service ensures that our affiliated retailers remain abreast of vital market trends. We periodically send confidential and customised reports to our retailers. These insightful management reports provide statistical information on your export sales including:

- Sales values per month/year.
- Spend per nationality.
- Bench-marking from similar market groups.
- Year on year comparative analysis.
- Sales per customer/top sales.
- Sales per store outlet.