

# Minister Launches The Gift Voucher Shop Online Corporate Management Tool for Small Benefit Business Tax Relief

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Irish companies have largely not availed of €480 million in small benefit business tax concessions so far this year, according to Michael Dawson, Managing Director of The Gift Voucher Shop. He was speaking today (Tuesday, 19<sup>th</sup> July 2005) at the launch of The Gift Voucher Shop's online Corporate Management Tool for Small Benefit Relief by the Minister for Enterprise, Trade and Employment, Micheál Martin, T.D. in Dublin's Conrad Hotel.

The new online product allows Irish companies unlock up to €480 million in available small Benefit-in-Kind (BIK) tax

concessions for their employees each year. This is the first online corporate management product of its type in Ireland, according to The Gift Voucher Shop, Ireland's largest gift voucher company. The company is part of FEXCO, the Kerry-based global payments company.

Since 1st January, 2005, the BIK exemption threshold has increased from €100 to €250. This tax exemption allows companies to make a small award to individual employees in a single benefit of no more than €250.

A special software development introduced to The Gift Voucher Shop's online corporate incentive and reward management systems provides a number of unique functionalities for the efficient management of the small benefit concession. This was developed to specifically comply with Revenue's position (1).

The online Corporate Management Tool allows companies to make number of small awards to an individual employee which culminates in an overall single benefit of no more than €250. Due to its management control features, it has been approved by the Revenue Commissioners for use by Irish companies wishing to avail of this tax and PRSI concession.

**I wish the Gift Voucher Shop every success in their launch of the product in Ireland**

The Gift Voucher Shop provides large companies and SMEs a range of services including staff and retail customer motivation programmes, trade loyalty programmes as well as incentive and bonus schemes. The Gift Voucher Shop has more than 500 corporate clients across all business sectors including Aer Lingus, AIB Bank, Dell Computers, Diageo, Ford, Microsoft, O2 and Permanent TSB.

The company estimates that only a small percentage of the annual business tax concession has been taken up

in the first six months of 2005. The Gift Voucher Shop pointed to anecdotal evidence which suggests that the vast majority of the €480 million available remains available to employees under the 'Small Benefit Exemption' scheme.

Speaking at the launch, Minister Micheál Martin, said, "The efforts of small and large businesses in Ireland can benefit from improved decision-making through the use of innovative products and services. The Gift Voucher Shop's online Corporate Management Tool for Small Benefit Relief is a welcome addition to the growing portfolio of innovative Irish software solutions.

"Today's market environment is increasingly competitive regardless of the business sector involved or whether your company is domestic or international in focus. Business solutions such as that of The Gift Voucher Shop should be welcomed and I wish them every success in their launch of the product in Ireland," added Minister Martin.

The Gift Voucher Shop's Michael Dawson said, "The Gift Voucher Shop has invested significantly in developing the online Corporate Management Tool for Small Benefit Relief. We are delighted to be first-to-market with this online corporate service.

"Companies, both large and small, can use its genuinely unique capability to avail of small benefit employee tax concessions, both securely and efficiently. The new corporate service can be tailored according to individual corporate needs. Our research has revealed a large demand for a service of this type and we look forward to it driving sales going forward," added Michael Dawson.

The corporate service is secured by ID and password protection and provides all management information online. It can be customised and branded to a company's particular specifications. Further information on the new online corporate service is available by phoning corporate sales on 01 8708181

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**Note to Editors:**

(1) The Gift Voucher Shop's online Corporate Management Tool for Small Benefit Tax Relief complies with Revenue Commissioners' position as outlined in Chapter 2 [2.3 – Small Benefits] and Chapter 4 [4.4 – Vouchers] in the Employer's guide to operating PAYE and PRSI for certain benefits.

The Gift Voucher Shop Ltd.

Established in September 2002 by entrepreneur Michael Dawson, the company provides the most comprehensive range of gift vouchers available in the Irish market. FEXCO, the Kerry, Ireland-based global payments company holds a majority shareholding in the company.

More than 550 of Ireland's top businesses with over 3,000 outlets across the 32 counties sell their Gift

Vouchers through the Gift Voucher Shop service. Leading stores such as Argos, Brown Thomas, Smyths Toys and Arnotts benefit from the service's unique distribution system.

The company entered a strategic distribution partnership with An Post to sell its gift vouchers through 1,000 Post Offices nationwide in addition to its online shop, [www.giftvouchershop.ie](http://www.giftvouchershop.ie), and its call centre service. The Post Office channel gives the company a unique national distribution capability unmatched in the gift voucher market.

## FEXCO

FEXCO is a global payments company headquartered in Kerry, Ireland with operations in the Ireland, UK, Spain, Malta, Australia and USA. The company was established in 1981 by its Executive Chairman, Brian McCarthy, and offers a range of Global Consumer Payments, Global Corporate Payments and Business Services. The company is privately owned with USA-based First Data Corporation, the world's leading payment processor, holding a minority shareholding in the business.