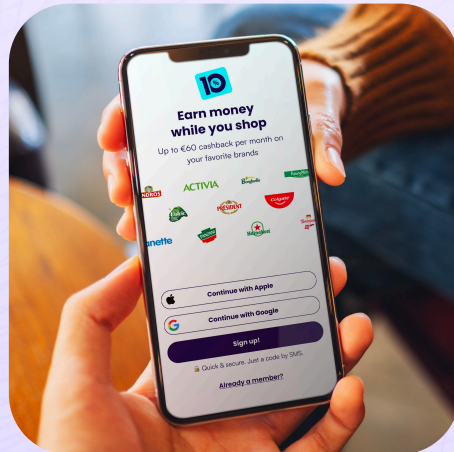
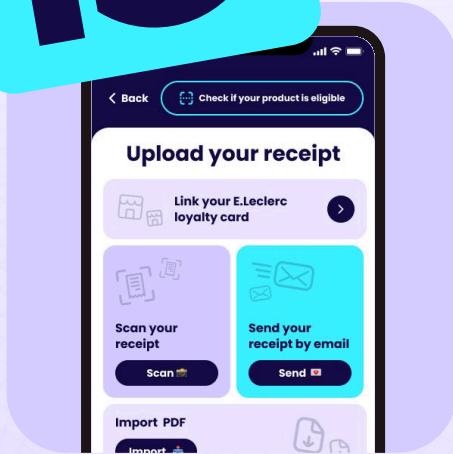


10%



2025

# Press Kit



IN NUMBERS

APP LAUNCHED



October  
2024

25

PARTNER BRANDS



1 product

SCANNED EVERY SECOND



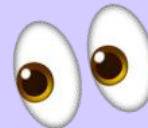
+ 300 000

DOWLOADS IN LESS  
THAN A YEAR



9

TEAM MEMBERS



2,4M€

RAISED



101

FRENCH  
DEPARTMENTS  
REPRESENTED







# 10%, power back to **loyalty.**

A platform that rewards loyal customers while allowing brands to regain **control of their data**: that's the idea Clémence Luc had when she was Chief of Staff at Jow.

After observing FMCG brands and end users, she identified a blind spot: **billions spent every year by brands to feed loyalty programs... that they don't actually own.**

To flip the script, Clémence, CEO of 10%, teamed up with Max Lemasquerier, CTO of 10%, to create a new loyalty infrastructure that is **ethical, direct, and transparent** for both brands and consumers.

This approach has already attracted leading brands and major groups such as Danone and Unilever, as well as investors and business angels who backed their **€2.4 million** fundraising round in June 2025.

“

“With 10%, we want to channel most of French consumer data and turn it into an ethical, consolidated, and actionable asset, serving brands while always keeping consumers at the center.”

— Clémence & Max





# What is 10% ? 🤔

10% transforms everyday purchases into shared value for brands and consumers.

A platform that gives users back control over their data by turning it into something tangible: simple, instant, and universal cashback on the products they truly love.

## 👉 For consumers

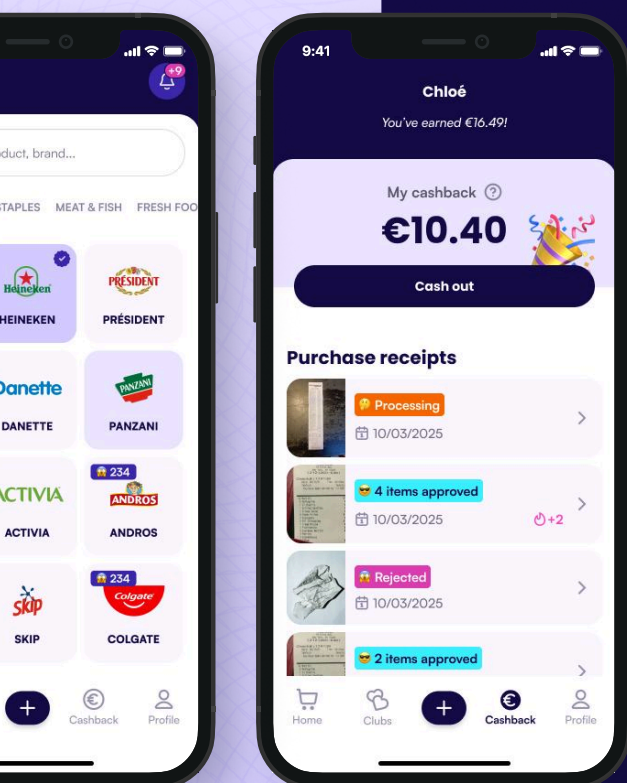
Through the 10% app, users earn 10% cashback on their favorite brands, all year long, in any store, simply by showing proof of purchase. One account, one system, one promise: loyalty that finally (simply) pays off.

No more confusing, inefficient, or third-party-driven loyalty programs.

With 10%, users can:

- **Centralize** all their rewards across any purchase channel
- **Be rewarded** directly by the brands they love
- **Reclaim control** over the value of their data, too often captured without their knowledge

A fair and transparent model in an ecosystem where data is usually monetized without sharing.



## How does it work ?

The experience is designed to be intuitive, fast, and transparent. Everything is activated in 3 steps:

- 1 Sign up in seconds, with a phone number or email
- 2 Simply scan receipts or connect a retailer account (Leclerc is live, others coming soon) and everything happens automatically
- 3 Buy favorite products from partner brands and get 10% cashback on each purchase

Once €5 is accumulated, users can cash out directly to their bank account. Everything is centralized in the app: earnings, favorite brands, upcoming rewards. No more juggling 15 loyalty cards or decoding obscure conditions.

And beyond cashback, exclusive content, challenges, evolving statuses, and surprises boost engagement and foster a genuine community dynamic.





# More than just **cashback!**

## 👉 For Brands

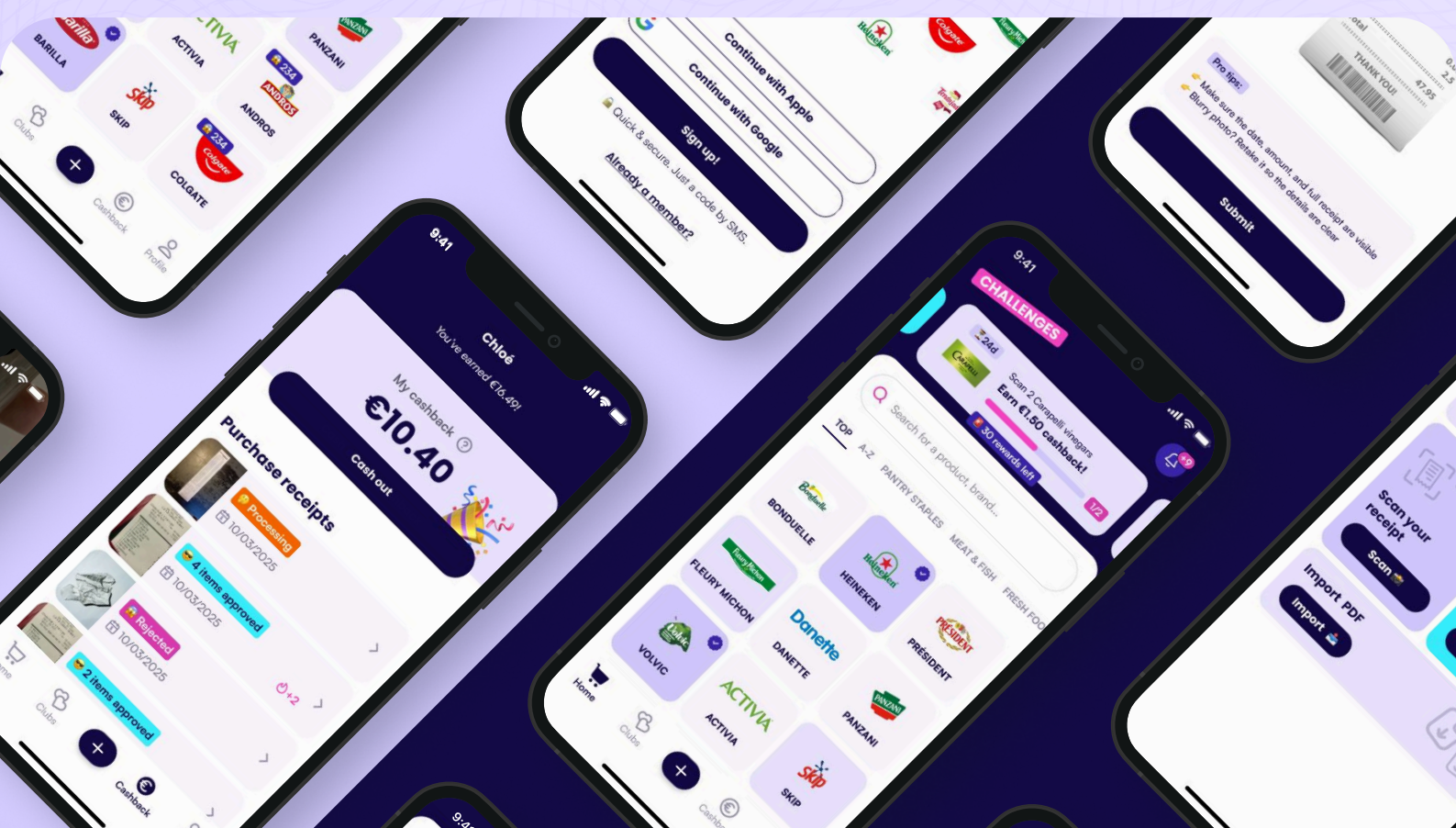
For 10%, everyday consumer data is the **largest untapped strategic resource** in FMCG. The platform enables brands to:

- **Understand** who buys, who might churn, who their silent ambassadors are....
- **Innovate based on real behaviors**, not biased panels or declarative studies
- **Involve customers in marketing and product decisions** through feedback and co-creation
- **Steer marketing, product, and distribution with proprietary, real-time, actionable insights**

10% is not about selling endless cashback. It builds an **exclusive, strategic, and limited channel** with real barriers to entry.

Each partner brand enjoys **category exclusivity** on 10%. This means once a brand joins, its direct competitors are **blocked from the platform** for several months, boosting visibility, share of voice, and impact. A powerful competitive advantage in a landscape where brands face uneven battles against private labels.

**10% is the new loyalty and consumer intelligence infrastructure for FMCG brands.**





ANY QUESTIONS ?

# Contact us !



**Clémence Luc**

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