

## PRESS RELEASE

MADRID AUGUST 23, 2016



### **COLLABORATIVE PERKS HAS SIGNED AN AGREEMENT WITH PHILIP MORRIS INTERNATIONAL (PMI) IN ORDER TO LAUNCH A DEDICATED PLATFORM BASED ON THE SHARING ECONOMY CONCEPT FOR PMI'S EMPLOYEES.**

Collaborative Perks and Philip Morris International signed a partnership agreement in order to allow to PMI's more than 82,000 employees to exchange their home – primary or secondary – for vacation, to have the opportunity to offer their children a linguistic exchange experience and to trade second hand items online. The main goal of this partnership is to offer PMI employees the possibility to enjoy low-cost and more sustainable exchange experiences within a trusted environment: the network of their company.

**Philip Morris International** is the world's leading international tobacco company, owning six of the world's top 15 brands and selling its products in more than 180 markets. PMI has a global presence with affiliates and manufacturing locations around the world. Their international presence is an undeniable advantage for the exchanging benefits that Collaborative Perks offers, mainly because of the great variety of destinations available to all of PMI's employees.

The dedicated platform that can only be accessed by the employees of the group, offers them the possibility of experiencing:

- ✓ **Home Exchanges** – This module is designed to facilitate the contact between Authorized Users wishing to swap homes (owned and/or leased) with other PMI colleagues. After registering on the platform, employees can display their houses on the module and contact other

employees whose exchange ads interest them. If the two parties agree on doing the exchange, they may finalize the details of their exchange through the internal messaging system of the platform.

- ✓ **Linguistic Exchanges** - This module is designed to bring together Authorized Users who have children of a similar age and live in different countries. This program's sole purpose is to provide employee's children with the opportunity to both learn a new language and experience an unfamiliar culture.
- ✓ **Online trade of second hand products and/or services** - The auction module is designed to provide PMI employees with a platform opened to the trading and auctioning of goods and services within the company.

**Collaborative Perks** ([www.collaborativeperks.com](http://www.collaborativeperks.com)) provides multinational companies the possibility to offer a customized, closed and secure platform where employees of the same group can benefit from modules based on the collaborative consumption idea, as well as the provision of management services, customer support and platform maintenance.