



BLOCKCHAIN COUPON PLATFORM ROUGE ANNOUNCES A PARTNERSHIP WITH APNET CUSTOMER LOYALTY SOLUTIONS.

“Blockchain technology is a very promising key innovation for the customer acquisition & loyalty solutions providers. So we are excited to work with Rouge and experiment with them on these promises.”

— Andrew Marshall, Managing Partner at apNet

Naira d’Arcollières, founder of Rouge, announced today the commencement of a **partnership with apNet** — a leading provider of cutting edge customer acquisition & loyalty programs for more than 1.5 millions Swiss customers. The extensive experience of apNet will provide a perfect use case for the next-gen coupon platform available from the Rouge Project and should provide valuable data on the added value of blockchain traceability and precision.

It’s the first deal of this kind from the Rouge Adoption World Tour partnership program.

During the Rouge Adoption World Tour, a 6 month program, the Rouge team will meet and evangelize blockchain solutions, and the Rouge protocol, to leading coupon and loyalty solutions providers worldwide. As Ms. d’Arcollières describes it: **“We want to show the world that blockchain is not an abstract value proposition, that in fact it can bring practical, real, measurable value in our everyday world.”**

ABOUT apNET

apNet is a leading Swiss Customer Acquisition & Loyalty solutions provider. They have an extensive customer base of retailers, service providers, hospitality groups and organisations in Switzerland. They exclusively manage the Swiss Touring Club loyalty program which counts over 1.5 million active customers. — <https://apnet.ch/>



ABOUT THE ROUGE PROJECT

The Rouge Project is an open-source software project building a protocol — the Rouge Network — as a suite of smart contracts using the Rouge token (RGE) on the Ethereum blockchain. This blockchain platform will foster decentralized applications (DApps) opening new possibilities for coupons. Trackable, verifiable, monetizable, secure, frictionless and unique coupons are the future of digital marketing.



Coupons: Re-engineered — <https://rouge.network/>

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