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RECOGNISE
CARD



Discounts that Recognise you!

Welcome to Recognise Card

MEMBERS ARE CURRENTLY PRE-REGISTERING. PLATFORM GOES LIVE ON 15 AUGUST 2026 AFTER 'THE BLUE LIGHT AWARDS' IN DUBLIN

Who are we?

Founded by carers & healthcare professionals, at Recognise Card, we believe that **those who dedicate their lives** to helping others in Ireland **deserve to feel recognised every day**.

From healthcare workers and emergency responders to carers and charity professionals, our members make a difference every day in every community across Ireland.

That's why we've created Ireland's first centralised, digital platform that connects all verified frontline staff with competitive discounts, rewards, and benefits from top brands.

No centralised & verified discount scheme exists for frontline workers in Ireland. Any available discounts are fragmented, hard to find, and often require a clunky ID process to redeem online/in-store. We work with top brands to secure the very best deals for our members.

Why join the network?

Healthcare professionals, carers, educators, emergency service personnel and charity workers make such a vital difference every day and we aim to represent **over 500,000 frontline staff in ROI/NI**.

Recognise Card helps brands reward those who give so much to others by providing exclusive discounts, offers and benefits that deliver real value. In return, partners gain access to a highly engaged audience while demonstrating meaningful support for the people who are there for us when we need it most.

- **Launched on August 15th 2026**
- FREE to join for 1-year, if you register before August 31st 2026
- Just €10 annual membership, thereafter
- Virtual e-card showing frontline eligibility (not physical)
- Get the **best discounts and deals** through our verified network platform, ensuring those who give the most, get the most back!



Óglaigh
na hÉireann
IRISH DEFENCE FORCES



Eligibility and verification process



Healthcare

- HSE Doctors, Consultants & GPs
- Nurses & Midwives
- Healthcare Assistants
- Pharmacists & Pharmacy Technicians
- Allied Health Professionals (Physio, OT, SLT, Radiography)
- Mental Health Professionals
- Dental & Optometry Professionals
- Section 38 & Section 39 Healthcare Organisations
- Private Hospital & Clinic Staff
- Hospice & Palliative Care Staff



Emergency Services & Defence Forces

- An Garda Síochána & Garda Reserve
- Local Authority Fire & Rescue
- Irish Coast Guard
- RNLI Lifeboat Crew & Volunteers
- Irish Prison Service & Prison Officers
- National Ambulance Service (NAS) & EMTs
- Order of Malta, St John Ambulance, Irish Red Cross
- Civil Defence
- Mountain Rescue & Cave Rescue
- Defence Forces — Army, Naval Service, Air Corps, RDF



Carers

- Home Care Workers
- Nursing Home & Residential Care Staff
- Family Carers
- Disability Support Workers
- Community Health Workers



Education

- Special Needs Assistants (SNAs)
- Further Education & College Staff
- Early Years & Childcare Staff
- School Secretaries, Caretakers & Bus Escorts
- Youth Reach & Adult Education Tutors
- Primary & Secondary Teachers
- Other Education Support Staff



Social Care & Community Services

- Social Care Workers & Social Workers
- Youth & Community Development Workers
- Homeless & Addiction Services Staff
- Domestic Violence & Refugee Support Workers
- Disability Service Staff (IWA, Rehab, Enable Ireland, AsIAm, Down Syndrome Ireland, Vision Ireland, DeafHear)
- Community First Responders
- Volunteers (SVP, ALONE, Meals on Wheels, Tidy Towns)



Students/Trainees & Retired Professionals

- Student Nurses & Midwives
- Medicine & Allied Health Students
- Garda Trainees
- Defence Forces Recruits & Cadets
- Trainee Paramedics & EMTs
- Student Teachers & SNA Trainees
- Retired (Eligible Frontline)



Any uploaded information is destroyed upon verification, not stored, or shared with any third parties, in line with GDPR compliance.

Accepted verification (any one of);

- Recent payslip
- Work ID badge
- Valid work email
- Professional registration no. (e.g. NMBI, IMC, CORU, PSI)
- Employer letter on headed paper
- Verified active LinkedIn profile
- For students: valid student ID with relevant course confirmation
- For retired professionals: pension statement or relevant verification

A note on integrity/security

Recognise Card is an exclusive perk for verified frontline workers, so we take member integrity and discount sharing seriously.

From time to time we may carry out spot-check audits or ask you for further details to confirm your eligibility.

Anything you submit is fully GDPR compliant, used only to verify your eligibility, not shared with 3rd parties and is stored securely. Any uploaded files are deleted upon verification

Exclusive offers for verified frontline



At Recognise, we **manually verify new members** to make sure they are eligible to join our schemes, so we can be confident that brand offers are directed only towards **those who genuinely are frontline staff.**

Why do we Verify?

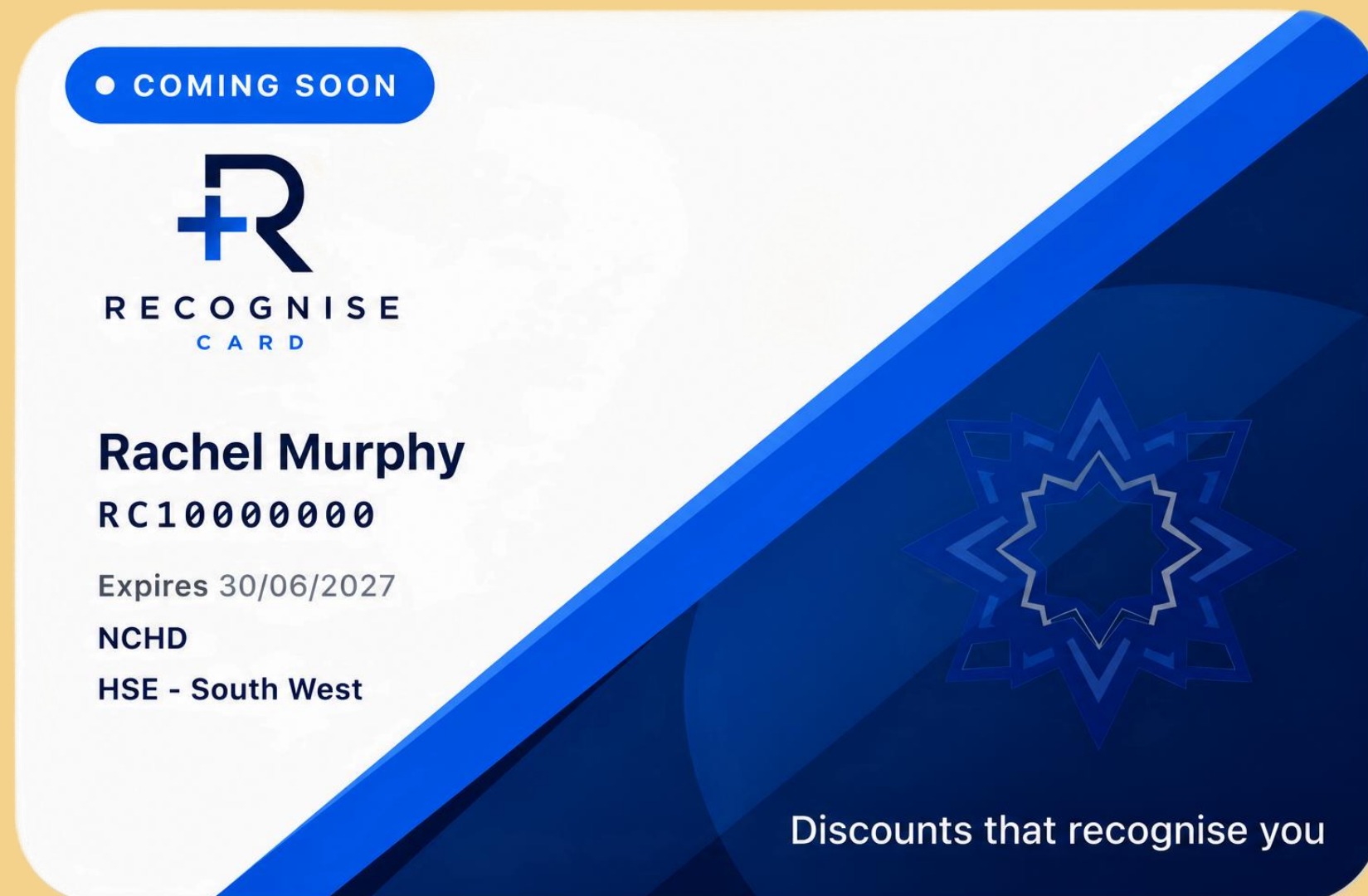
We verify our new members to ensure they are eligible key workers. This way, **you can be confident that your brand and offers are directed only towards those who genuinely deserve it.**

How do we Verify?

New members can verify via a work email, work ID, or alternative documentation which can prove their eligibility. All with full GDPR compliance. This is listed in more detail in the next slide. Approval can take up to 5 working days.

What does this mean for discounts?

By verifying new members, we can confidently partner with brands, knowing the discounts will be featured in a closed group of verified key workers.



Your digital Recognise Card



You can access your digital Recognise Card (available through the website) for verifying your membership for 'In-Store' offers.

Top brands already onboard!

We are actively onboarding local brands, along with large multi-national brands across a wide range of industries such as retail, fashion, food & drink, travel, home/pets, and many more.

We launched on August 15 and are engaging with many more brands to join us on our journey as our member base continues to expand.

Reach Ireland's frontline workforce through one trusted platform with free listings options. Save on marketing costs, offer discounts, and drive sales!

It's a Win-Win!



Spotlight
Oral Care



Plus many more

The positive impact we can have for the frontline!

Based on a study of 2,032 key workers across the UK*, half had access to a UK key worker discount scheme, and the other half didn't.

Through the research, it's visible how much of an impact that discounts have on real key workers facing real issues, such as the cost of living, recruitment, and low morale.



Members could save as much as
€2,500+
annually using the platform

91% of members say the discounts help them afford a higher quality of life

Members are
23%
more likely to be 'engaged employees' than non-members

Members are
37%
more likely than non-members to recommend their workplace to others

46% of members feel loyal towards their role/sector due to the discount scheme access

* Study conducted across the UK in 2023 by Network™ (across a similar frontline UK scheme)



Get in touch!



We want to deliver the best discounts to all of our frontline colleagues.
If you have any questions or know of businesses who might want to support our platform, please do get in touch below.

Want to start feeling Recognised? Apply through our website below.



hello@recognisecard.ie



www.recognisecard.ie



@recognisecard.ie

Recognise Cards Limited t/a RecogniseCard.ie (CRO – 816387 / VAT No. IE 4753724JH)



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