

REWARD WELCOMES BRITISH GAS TO GLOBAL MERCHANT NETWORK



Reward onboards British Gas to its global merchant marketplace, powering offers to customers through its partner banking reward programme

Strategic partnership will see cashback awarded to new and existing customers when they take out a new British Gas energy fixed tariff

Move comes as Reward celebrates a roster of new retailers joining its global merchant network, driving value to more consumers by making everyday spending more rewarding

London, August 2024: Reward, global leader in customer engagement and commerce media, today announces British Gas, the largest utility and home services provider in the UK, as the latest retailer to join its extensive merchant network.

With British Gas content now live on banking partner networks, the latest signing sees Reward facilitate the utility provider's new cashback offer, awarding new and existing customers when they take out a new British Gas energy fixed tariff.

Move comes as Reward continues to expand its retail partner portfolio on an international scale, helping banking partners worldwide deliver hyper-personalised content to consumers, while driving customer acquisition and engagement for merchants across the globe.

The strategic partnership supports Reward's mission of giving back \$2 billion in rewards to customers by 2025, while enabling British Gas to deliver greater value and richer user experiences to customers in the UK.

Sam Sprekos, Managing Director at Reward, comments: "At Reward we're passionate about deepening relationships between brands and consumers by making every interaction count and everyday spending more rewarding. British Gas is the largest utility and home services provider in the UK, and we're proud to be helping it drive greater value and convenience to consumers, while supporting business growth through rich spending insights and personalised content."

ABOUT REWARD

Founded in 2001, Reward is an industry leader transforming the world of customer engagement and commerce media. Operating in 15 countries across Europe, Middle East and Asia, Reward's cloud-based API platform integrates content, advertising, and commerce to deliver exceptional experiences for consumers resulting in increased customer engagement, retention, and overall satisfaction. Beyond bridging the gap between content and commerce, Reward is a purpose driven business. Their mission is to make everyday spending more rewarding. During the last 5 years, Reward has proudly given back more than \$1billion in cashback rewards to consumers world-wide, and is on track to reach its target of \$2billion by 2025.

For more information, please visit www.rewardinsight.com.

Reward Public Relations

Alice Ford

alice.ford@rewardinsight.com