

REWARD APPOINTS YEKATERINA GUSIN AS CHIEF FINANCIAL OFFICER



Yekaterina (Kate) Gusin joins Reward as Chief Financial Officer (CFO) to bolster operational leadership within the business

Former American Express, Finastra, Planet, Thomson Reuters financial lead positioned to spearhead financial and operational strategy as Reward grows its global footprint

Appointment comes as the business sees strong international growth, elevating its retail and insights proposition following the latest strategic investment from Experian

London, 12th August 2024: Reward, global leader in Customer Engagement and Commerce Media, announces the appointment of Yekaterina (Kate) Gusin as Chief Financial Officer to enhance business governance and bolster operational leadership as Reward grows its global footprint.

With over twenty years of experience in global financial executive positions at leading data and fintech brands including American Express, Finastra, Thomson Reuters, and Planet, Kate brings a wealth of knowledge in data and technology, as well as experience in market expansion and supporting global growth.

Having worked for multinational organisations across multiple geographies, spearheading financial processes and investor relations that paved the way for global expansion, Kate is well positioned to support Reward's growth ambitions, as the organisation focuses on expanding its international footprint and elevating its retail and insights propositions.

The appointment comes at a time of strong growth for Reward. The business recently announced that Experian, a FTSE50 company, has acquired a strategic stake in Reward, supporting the business in bolstering its commerce media products and services.

Kate joins the board as a director of the company and will lead Reward's Finance, Legal, Risk and Compliance functions. Ensuring effective management and capitalisation of growth initiatives as the business continues to scale globally, the appointment aligns with Reward's mission of helping brands build customers of the future, making everyday spending more rewarding, and delivering \$2bn in rewards to consumers by 2025.

Jamie Samaha, CEO at Reward, said: “With the business experiencing significant growth, it’s crucial to have strong financial leadership to help us capitalise on the opportunities ahead. Kate has an exceptional track record, bringing with her a mix of scale up and corporate financial strategy, which will be a huge asset to our executive team, and instrumental in spearheading our market expansion and continued success. I’m delighted to welcome her to Team Reward.”

Yekaterina (Kate) Gusin, CFO at Reward, comments; “I’m incredibly excited to be joining Reward at such a pivotal moment in the business’ international journey. Having delivered financial strategies that have supported business transformation over the last twenty years, I look forward to the opportunity to relay my experiences and set the business up for success as it catapults into the global arena.”

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.

ABOUT YEKATERINA (KATE) GUSIN

Over the last five years Kate has served as Chief Financial Officer and Head of Finance for private equity-backed fintech’s such as Planet, MoneyCorp and Finastra. She has supported these businesses through profitability and performance optimisation, transformation into global brands, and transition efforts into payments/ SaaS companies.

From 2015 to 2020 Kate held the role of Lead Financial Officer at American Express, where she transformed how finance supported organisational evolution, driving change management and redefining internal investment optimisation processes.

Not only has Kate streamlined operations and market expansion, but her experience spans across the globe, having worked across markets including North & South America, EMEA and Asia. Kate has strong cultural awareness, having worked with international stakeholders and communities, sensitively navigating business development initiatives.

Kate is passionate about finance not being a back-office role, encouraging firms to take a holistic view of finance, treating it as a 'guiding light' to business success – a mindset inspired by her time at Thomson Reuters, where she worked as Head of Finance between 2011-2015. She is an advocate of authenticity in leadership, encouraging her teams to own successes and setbacks. Kate moved from Moscow to New York City when she was eleven years old, and now resides in London with her family.

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