

REWARD OFFICIALLY OPENS NEW GLOBAL HQ IN CENTRAL LONDON AS BUSINESS SEES 40% ANNUALISED GROWTH



Reward unveils new two-story Global HQ on Oxford Street, the heart of London's retail district

The expansion into larger office space underpins Reward's success over the past three years, with the business seeing more than 40% compounded annual growth since 2021

Relocation follows recent executive leadership announcements, global investments and key partnerships, spearheading Reward's ongoing expansion into the fast-growing Commerce Media sector

Reward, global leader in Customer Engagement and Commerce Media, opens new Global Headquarters on Oxford Street amidst significant growth.

New Global HQ at the heart of London's retail district

Reward is excited to announce the opening of its new two-story Global Headquarters on Oxford Street, one of the world's most iconic retail hubs. This strategic location has been designed to foster employee engagement, enhance customer collaboration, and drive innovative thinking as the company continues to disrupt customer engagement in the retail and banking space.

The headquarters, situated in the heart of London's retail landscape, reflects Reward's ongoing commitment to get closer to consumers. With its ambitious goal of making everyday spending more rewarding, the company aims to help brands create customers of the future and deliver \$2 billion in rewards to consumers by 2025.

Rapid growth underpinned by strong industry demand

Reward's new headquarters represents a significant milestone in the company's expansion. The business has seen annualised growth of more than 40%¹, driven by increasing demand for its consumer insights and enhanced customer engagement solutions. The company's continued innovation in data-driven products and solutions for banks and retailers has positioned it as a leader in the commerce media landscape, offering unique insights that enrich customer experiences.

¹ The 40%+ equates to a compounded annual growth rate between 2021-2024. The 2024 results are not yet audited.

Investing in future success with key hires and international expansion

As part of its global growth strategy, Reward has made a series of strategic leadership appointments. Recent hires include James House as Chief Commercial Officer, Kate Gusin as Chief Financial Officer, and Paul Jones as SVP of Data & Insights, each bringing a wealth of experience to strengthen Reward's core divisions.

In addition to these leadership investments, Reward is expanding its international operations, with the appointment of Sam Sprekos as Managing Director, International. Previously Reward's UK Managing Director, Sprekos will be relocating to Dubai, overseeing the company's growth in new global markets. The Dubai office, now a central hub for Reward's international operations, reflects the company's commitment to scaling its business on a global level.

Strengthening strategic partnerships

Reward's growth is further supported by expanding partnerships with major industry players, including Experian, NatWest and Visa. For example, the business recently announced its enhanced collaboration with NatWest to power the bank's new Travel Reward Credit Card, offering greater value for cardholders both domestically and internationally.

Jamie Samaha, CEO at Reward, comments; "Our new Global HQ is a testament to the remarkable growth we've experienced over the past three years, as the world's leading retailers and financial institutions increasingly recognise the value of our data-driven solutions. We set out to create a workplace that would inspire creativity, enhance customer collaboration, and foster employee engagement – and we've achieved just that with this cutting-edge space in the heart of London's retail district. With our strengthened executive leadership team, we are well-positioned to accelerate global growth and continue making everyday spending more rewarding for customers around the world."

Reward's new Global HQ is situated at 10 Hills Place, London W1F 7SD. If you'd like additional details about the new office or information listed please contact Head of PR and Communication Alice Ford, alice.ford@rewardinsights.com

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.

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

Reward Public Relations

Alice Ford

alice.ford@rewardinsight.com