

REWARD ACQUIRES UK'S LEADING HOSPITALITY DATA INSIGHTS COMPANY (HDI) TO ENHANCE COMMERCE MEDIA OFFERING, DELIVERING DEEPER CONSUMER INSIGHTS FOR THE RETAIL SECTOR



Reward completes acquisition of Hospitality Data Insights (HDI), a UK market-leading data insights company and long-time partner

The acquisition will strengthen Reward's Commerce Media proposition, enhancing consumer insights capabilities that unlock growth opportunities for global retail partners

This acquisition follows a period of strong growth for Reward, further bolstered by recent strategic investment from Experian PLC, A FTSE 25 company, solidifying Reward's position as a leader in Customer Engagement and Commerce Media

London, 14th November 2024: Reward, a global leader in Customer Engagement and Commerce Media, today announces the acquisition of Hospitality Data Insights (HDI), a prominent UK-based data insights company and trusted partner. This acquisition is set to further elevate Reward's Commerce Media capabilities, driving enriched consumer insights for retail and bank partners worldwide.

HDI is known for delivering high-quality, independent data solutions to over 100 global and national brands in the hospitality and convenience sectors, including industry leaders McDonald's, Pizza Express, and Deliveroo. With a focus on high-spend, high-frequency sectors representing over 20% of household spending, HDI strengthens Reward's capability to deliver significant consumer value, supporting Reward's commitment to deliver over £2 billion in rewards by 2025.

By combining HDI's SKU-level data, product range, pricing insights, and consumer sentiment analysis with Reward's transactional and behavioural insights, the acquisition enhances Reward's suite of products for retail marketing, performance optimisation, and operational insights. HDI's extensive sector expertise and talented team of data analysts add further depth to Reward's offerings, positioning the company for growth as it establishes itself as the preferred marketing and insights partner. This strategic focus aims to help banks and retailers better understand customers while securing a larger share of marketing budgets.

The all cash acquisition reflects Reward's period of significant growth. The recent strategic investment from Experian PLC has further enhanced Reward's consumer insights capabilities, integrating new assets like its Mosaic product. Reward has also expanded its international footprint, with new investment directed at scaling operations in key regions such as Europe, the Middle East and Asia.

Effective immediately, Darroch Bagshaw, Managing Director of HDI, will join Reward's Leadership Team, reporting to CEO Jamie Samaha. While HDI has been primarily servicing its global brands in the UK, Reward and HDI are well-positioned to scale their enhanced capabilities internationally. The combined efforts will start in the hospitality and convenience sectors and move into other high priority spend categories including convenience and grocery.

Jamie Samaha, CEO of Reward, commented: "In today's fast-evolving Commerce Media landscape, expanding consumer insights capabilities is more critical than ever. This acquisition of HDI marks a transformative step in our journey to deepen our understanding of consumer behaviour and amplify the value we deliver to our customers, banking partners, and retailers. HDI's diverse portfolio of leading hospitality brands and innovative insight products opens significant opportunities for us to strengthen our retailer relationships in this key sector, all while driving toward our goal of delivering \$2 billion in rewards by 2025."

Darroch Bagshaw, Managing Director of HDI, added: "HDI's mission has always been to provide market-leading insights to businesses across the hospitality sector using accurate and actionable data. Reward's endorsement of our services is testament to our aligned commitment to high quality data analytics that drive investment decisions for the world's largest retailers. We look forward to combining insights capabilities to provide enriched products and services to retailers and greater value to customers."

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About Reward

Reward is a global leader in Customer Engagement and Commerce Media, operating in more than 15 markets across the UK, Europe, the Middle East and Asia. Uniquely positioned at the intersection of banking and retail, Reward's platform combines technology, data insights and digital marketing to deliver personalised products and services that help brands deepen connections with customers.

As businesses strive to better understand and influence customer behaviour, Reward is poised to lead in the fast-growing commerce media space, offering consumer insights that enhance omnichannel experiences, boost sales and build customer loyalty.

Beyond unifying consumer insight and commerce, Reward is on a mission to make everyday spending more rewarding and every interaction count, delivering billions in rewards to customers.

For more information, please visit www.rewardinsight.com

About HDI

Hospitality Data Insights (HDI) is a leading UK insights business, providing independent data insight to global and national brands operating in the UK hospitality sector since 2017, supporting over 100 different clients spanning Pubs & Bars, Restaurants & Casual Dining, QSR, Coffee Shops, Delivery, Convenience, Drinks Suppliers & Manufacturers, Investors and Consulting Firms.

HDI turns vast amounts of high-quality data into meaningful products and services that help operators improve their investment decisions, offer development and customer marketing; and help manufacturers sell and support their brands more effectively.

Since late 2022, HDI have extended their capabilities into the UK grocery sector, tracking online pricing for 10 national grocers and monitoring customer spending patterns within over 40,000 individual convenience & grocery stores.

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