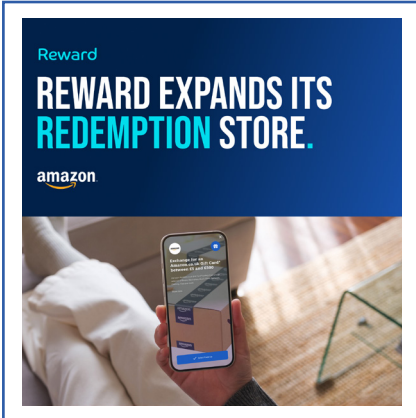


## REWARD EXPANDS ITS REDEMPTION STORE WITH NEW RETAIL PARTNERSHIPS



Retail giant Amazon joins roster of household brands available in Reward's Redemption Store, enabling customers to exchange cashback for e-gift cards

In addition, Amazon customers can now redeem cashback for flexible amounts, offering greater choice and convenience

Enhancements support Reward's growth in the commerce media space, equipping brands with rich consumer insights to drive customer engagement and build lasting loyalty

London, 4<sup>th</sup> November 2024: [Reward](#), a global leader in customer engagement technology, has unveiled enhancements to its Redemption Store, a feature that allows users to exchange their cashback for e-gift cards.

The latest development brings Amazon, the world's largest tech and e-commerce company, to the Reward Redemption Store. Customers shopping with the brand will now be able to redeem cashback in flexible amounts, providing greater value and choice in how they choose to spend their rewards.

Amazon joins a roster of leading UK retailers on the Redemption Store, including John Lewis, Morrisons, M&S, Boots, Caffè Nero, Currys PC World, and Avios.

The latest expansion underscores the Redemption Store's success in supporting Reward's clients in attracting and retaining customers. Integrated within Reward's engagement programmes, the platform empowers brands to deepen connections with customers and boost sales by leveraging rich consumer behaviour insights.

The growing success of the Redemption Store reflects UK consumers' demand for value and choice, as seen in the thriving £7 billion gift card market, which is expected to reach nearly £9 billion by 2025, with digital options accounting for over half.

**James House, Chief Commercial Officer at Reward, said:** "Expanding the Redemption Store to include Amazon demonstrates the significant value it delivers, attracting top household names across the UK as the gift card market continues to grow.

As we enhance our commerce media capabilities with enriched consumer insights, we remain dedicated to making every experience more rewarding. By offering greater value and choice in cashback rewards, we're taking another step towards achieving this goal."

## ABOUT REWARD

Reward is a global leader in customer engagement technology, operating in more than 15 markets across Central and Eastern Europe, Middle East, Africa and Asia. Uniquely positioned at the intersection of banking and retail, Reward's platform combines technology, data insights and digital marketing to deliver personalised propositions 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 bridging the gap between 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](http://www.rewardinsight.com).

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