

# REWARD AND FIRST ABU DHABI BANK PIONEER HYPER-PERSONALISED RETAIL OFFERS FOR CUSTOMERS.



Reward and First Abu Dhabi Bank (FAB) enhance partnership with innovative solutions for FAB Bonus Rewards customers, including hyper-personalised retail offers appealing to customers' passions and interests

Leveraging Reward's Global Merchant Marketplace, the FAB Bonus Rewards programme provides retail offers from a spectrum of global brands, including Marks & Spencer, Deliveroo, Virgin Megastore, Jimmy Choo, IHG Hotels, and the Rivoli Group

Partnership supports Reward's mission of giving \$2 billion in rewards to customers by 2025 while enabling FAB to deliver innovative customer-centric solutions

UAE, 10th December, 2024: Reward, a global leader in customer engagement technology, and First Abu Dhabi Bank (FAB), the UAE's largest bank and one of the world's largest and safest financial institutions, announce enhancements to their partnership, which sees Reward powering FAB Bonus Rewards retail offers for banking customers.

Leveraging Reward's Global Merchant Marketplace, the programme uses rich consumer spending insights to power hyper-personalised card-linked offers, enriching user experiences and driving value for FAB customers. The latest enhancements elevate the programme, offering further value through curated offers that cater to customers' passions and interests, including sports, dining, luxury, and more.

Reward's merchant network facilitates retail offers from leading global brands, including Marks & Spencer, Deliveroo, Virgin Megastore, Jimmy Choo, IHG Hotels, Rivoli Group, and more. Participating retailers are able to boost customer engagement and acquisition by offering tailored promotions to FAB's extensive customer base. Additionally, recent innovations such as integrated gamification features create further engagement opportunities for retailers while adding an element of surprise and delight for customers.

The FAB Bonus Rewards programme delivers omnichannel rewards across the UAE while also facilitating cross-border retail offers that allow FAB customers to enjoy rewards when shopping with international e-commerce merchants and travelling abroad.

The partnership supports Reward's mission to make everyday spending more rewarding and enables FAB to deliver innovative customer-centric solutions, offering greater levels of personalisation and value to customers.

**Jamie Samaha, CEO at Reward**, comments: "At Reward, we're unlocking the power of consumer insights to help create a more personalised, relevant, and rewarding world. First Abu Dhabi Bank is one of the largest and most innovative banks in the region, and we're proud to be powering FAB Bonus Rewards by

pioneering hyper-personalised content. Together, we're creating meaningful connections between retailers and customers across the region, while supporting Reward's mission of delivering \$2 billion to customers by 2025."

**END**

## **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](http://www.rewardinsight.com)

## **About First Abu Dhabi Bank (FAB)**

Headquartered in the United Arab Emirates, First Abu Dhabi Bank (FAB) is one of the world's largest and safest financial institutions, with total assets of AED 1.2 trillion (USD 335 billion) as of end-September 2024 and a credit rating of Aa3/AA-/AA- from Moody's, S&P and Fitch respectively, with a stable outlook.

FAB provides financial services and expertise across five business units – Investment Banking, Corporate and Commercial Banking, Consumer Banking, Private Banking, and Global Markets – through an international network that covers 20 markets worldwide.

Listed on the Abu Dhabi Securities Exchange (ADX), FAB is a leading Islamic finance provider and a pioneer in sukuk issuance offering comprehensive Shari'ah-compliant products. FAB is also a regional leader in sustainability, with an MSCI ESG rating of 'AA,' and ranked among the top 10% of banks globally according to Refinitiv's ESG scores. The bank also received a regional-best Low ESG Risk evaluation from Sustainalytics, and the highest CDP score among UAE banks. FAB currently chairs the Net-Zero Banking Alliance (NZBA) Steering Group and was the first GCC bank to join the UN-convened organisation in 2021.

For more information, visit: [www.bankfab.com](http://www.bankfab.com)

## **Reward Public Relations**

**Alice Ford**

[alice.ford@rewardinsight.com](mailto:alice.ford@rewardinsight.com)