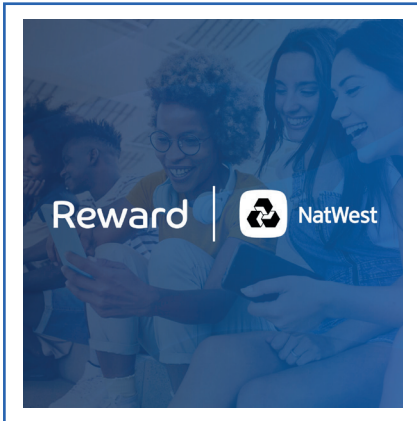


REWARD AND NATWEST GROUP EXTEND STRATEGIC PARTNERSHIP TO SHAPE THE FUTURE OF CUSTOMER ENGAGEMENT



Renewed agreement builds on over a decade of collaboration, delivering more personalised, data-driven experiences for millions of customers.

London, Tuesday 12th August 2025: Reward, a global leader in Customer Engagement and Commerce Media, announces the renewal of its strategic partnership with NatWest Group, marking the continuation of a decade-long collaboration delivering personalised, value-driven customer experiences.

Delivering Long-Term Value Through Personalised Engagement

Since the partnership began, Reward has powered MyRewards, NatWest's award-winning flagship loyalty programme, providing millions of customers across debit and credit portfolios with meaningful, tailored rewards.

As customer expectations for personalisation continue to rise, the renewed agreement reflects both organisations' commitment to delivering relevance at scale through smarter, insights-led customer engagement.

Accelerating Innovation to Meet Evolving Customer Expectations

Under the renewed agreement, Reward will deliver an innovation roadmap focused on AI-powered hyper-personalisation and highly targeted experiences, all enabled by Reward's proprietary customer engagement platform.

This milestone comes at a time of strong momentum for Reward, following a series of innovations within its Activation product suite, including AI-driven hyper-personalisation, advanced targeting, and multi-channel marketing services. It also coincides with Reward surpassing its goal of delivering \$2 billion in cashback to customers by 2025.

Lewis Broadie, Head of Current Accounts, Everyday Banking at NatWest Group, comments; "Delivering personalised, meaningful value to our customers is central to our strategy, and our partnership with Reward enables us to do that at scale. As customer expectations continue to evolve, we're excited to build on this relationship to drive even greater innovation, insight, and engagement for our customer base."

James House, Chief Commercial Officer at Reward, comments; “Our partnership with NatWest Group is one of the most enduring and successful in the sector. Together, we’ve evolved the MyRewards programme, setting the standard for data-driven customer engagement, while advancing our mission to deliver billions in rewards to customers. This next chapter is about delivering our exciting innovation agenda – through deeper personalisation, AI-powered Activation, and creating value at every touchpoint.”

About Reward

Reward is a global fintech transforming customer engagement and commerce media with their cutting-edge technology and insight solutions. Founded in 2001 by Gavin Dein, Reward has developed a powerful online platform that connects banks and retailers, seamlessly integrating purchase insights with advanced loyalty solutions to deliver highly personalised content and rewards at scale.

Driven by a mission to make everyday spending more rewarding, the company has returned more than \$2 billion in cashback to consumers to date. Reward’s success is underpinned by a broad network of strategic partnerships with some of the world’s most recognisable names.

For more information, please visit www.rewardinsight.com

Reward Public Relations

Alice Ford

alice.ford@rewardinsight.com