

Network International strengthens presence in customer reward and loyalty management solution market

- **Partners with Welcome Real Time, implements multi-merchant real time earn and burn loyalty management solution for Emirates NBD**
- **Country's largest acquirer provides access to its vast merchant network**
- **Equips bank with superior campaign management tools to boost customer reward and loyalty management programmes**

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Network International, the leading payment solutions provider in the Middle East and Africa (MEA) has strengthened its presence in the customer reward and loyalty management solution market on the back of a successful partnership project with Emirates NBD, a leading bank in the region and Welcome Real Time, a global leader in providing the banking and payment industry with payment-based loyalty solutions.

This partnership has enabled Network International to roll out a multi-merchant customer reward and loyalty management solution with real-time earn-and-burn capabilities for Emirates NBD's cardholders. Network International is the largest acquirer in the UAE, uniquely offering the bank the opportunity to leverage a vast web of client retailers and restaurants to run multiple merchant-specific earn campaigns simultaneously. The company is also the leading card issuer and processor in the region.

Emirates NBD's card customers can now instantly redeem points, partially or in full, for purchases at any participating Network International merchants. The new XLS loyalty solution provided by Welcome Real Time also empowers Emirates NBD to run highly engaging and dynamic rewards campaigns for card customers. Additionally, card members can view their updated balance of points within seconds of earning these on purchases.

"A well-run, dynamic loyalty programme provides banks with a competitive advantage and is an important customer retention tool," said **Simon Haslam, Group Chief Executive Officer, Network International**. "Leveraging our issuer know-how, extensive merchant network and Welcome Real Time's technology, we were able to create a customised and flexible customer loyalty management solution for Emirates NBD. Our solution not only enables cardholders to view and access their

points across our retailer network in real time, anytime, but also enables the bank to roll out customised rewards and earn campaigns that can be a real game-changer in a competitive cards market.”

“Campaign management is an integral component of a loyalty programme and Network International’s inherent strengths equip it to offer banks a fully automated customisable customer reward and loyalty management platform. In addition, it enables advanced campaign management for multiple ongoing rewards and earn campaigns and a way to easily consolidate their card holder base on one single loyalty engine. Added **Suvo Sarkar, Senior EVP & Group Head – Retail Banking and Wealth Management, Emirates NBD**. “Loyalty programmes are a critical component of our Cards business and we look to constantly innovate to offer our clients unmatched value and flexibility. Network International’s solution for accelerated rewards earnings and instant redemption at our partner locations will help make shopping more convenient and beneficial for customers and help us remain the card of choice for them.”

Welcome Real Time General Manager – Thierry Reginato comments: “At Welcome Real Time, we are excited to be leveraging our partnership with Network International to a next level, reinforcing our respective leading position in the Middle-East region. We are proud to be developing further Emirates NBD’s prestigious loyalty program with our unique approach and innovative proposition. Welcome Real Time is delighted to support and contribute to this successful loyalty initiative.”

Network International currently supports more than 200 banks across the MEA, when it comes to issuing and processing. The company processes nearly 800 million transactions annually across markets.