

REWARD APPOINTS PAUL JONES AS DATA & INSIGHTS LEAD



Reward welcomes Paul Jones as Senior Vice President (SVP) of Data & Insights.

Newly formed position focuses on driving innovation and enhancing data analytics capabilities for banks and retailers.

Move comes as Reward enters strategic partnership with Experian to strengthen its customer engagement and commerce media products & services.

UK, June 04, 2024 - Reward, an industry leader in customer engagement and commerce media, today announces the appointment of Paul Jones to spearhead and scale the business' insights proposition.

Paul steps into the new role of SVP of Data & Insights, bringing a wealth of expertise in the insights and analytics space. With more than 12 years of experience in senior data leadership positions, he has supported strategic growth in industries such as retail, insurance and travel, with notable companies including Royal Mail, Emirates and Etihad Airways.

This move comes at a time of strong growth and innovation for Reward. The business recently announced that Experian, the world's leading global information services company, has acquired a strategic stake in the business, combining capabilities to bolster its customer engagement and commerce media offering to banks and retailers.

Through enhancement of its insights offering, the business is on a mission to enrich its customer engagement programmes on an international scale, making everyday spending more rewarding, and delivering \$2bn in rewards to customers by 2025.

Jamie Samaha, CEO at Reward, said: "Paul's appointment comes at a pivotal moment for Reward as we enter the next phase of our growth strategy. His leadership will be invaluable in elevating our data analytics capabilities as we continue to lead in the content and commerce space, supporting the world's largest banks and retailers.

With Paul at the helm, we're excited to reach new heights, making everyday spending more rewarding, and helping brands build and attract customers of the future."

Paul Jones, SVP of Data & Insights at Reward said: “I’m thrilled to be stepping into the role of SVP of Data & Insights, particularly at such an exciting time for the business. Reward’s dedication to product excellence and its innovative approach to data analytics make it a dynamic environment to drive growth and deliver impact for partners and consumers.”

“Reward has been at the epicentre of transformation in the card-linked offers space, and I’m excited to be part of its journey as we continue to revolutionise how consumer and brands interact with each other.”

ABOUT REWARD

Founded in 2001, Reward is an industry leader transforming the world of customer engagement and commerce media. Operating in 15 countries across Europe, Middle East and Asia, Reward’s cloud-based API platform integrates content, advertising, and commerce to deliver exceptional experiences for consumers resulting in increased customer engagement, retention, and overall satisfaction. Beyond bridging the gap between content and commerce, Reward is a purpose driven business. Their mission is to make everyday spending more rewarding. During the last 5 years, Reward has proudly given back more than \$1billion in cashback rewards to consumers world-wide.

For more information, please visit www.rewardinsight.com.

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