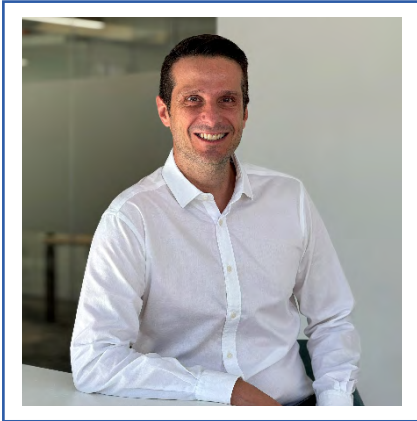


REWARD ACCELERATES GLOBAL GROWTH WITH STRATEGIC LEADERSHIP APPOINTMENTS AND INVESTMENT IN MIDDLE EAST OPERATIONS



Reward announces major strategic investment in global markets, reinforcing its commitment to replicating UK success on the international stage

Sam Sprekos, former Managing Director (MD) UK, relocates to Dubai and appointed MD International to spearhead growth in new markets

Announcement comes as business reinforces market position in Central Europe, Middle East and Africa (CEMEA), now operating reward programmes for major banks and retailers across 12 markets, including UAE, Saudi Arabia, Kuwait and Egypt

London, 16th September 2024: Reward, global leader in Customer Engagement and Commerce Media, today announces a significant strategic investment aimed at bolstering its international footprint, with a focused expansion in the Middle East. This move underscores Reward's commitment to enhancing service delivery and supporting its growing global customer base to serve customers operating across 12 markets in the CEMEA region.

To lead this new phase of international growth, Reward is making key executive appointments. Sam Sprekos has been named Managing Director (MD), International, and will move from London to be based in Dubai. Sam is a seasoned senior executive with over 20 years of experience working across global markets, including eight years driving commercial growth and innovation as MD of Reward UK. His executive leadership and deep understanding of business operations will be instrumental in replicating the company's successful business model in new and promising markets.

Tracy Webb has also been appointed Vice President, Banking International. Based in Singapore, she will play a crucial role in shaping and executing Reward's international banking strategy, lead new business initiatives, and oversee tailored programmes for partners.

As part of this investment, Reward is significantly expanding its Dubai office, the central point for its Middle East operations, while actively hiring senior positions for key customer-facing roles such as sales, marketing, delivery, and operations. This strategic base will strengthen the region's growing network of retail and banking partners, providing localised expertise and reinforcing Reward's reputation as a trusted global partner. Alongside this regional expansion, Reward will continue to operate its global headquarters in the UK, with its Singapore office remaining a key hub for serving the APAC region.

This expansion aligns with Reward's continued international growth, marked by a strengthened partnership with Visa and the recent onboarding of over ten major banks across the Middle East and Asia. These developments are coupled with the continuous expansion of Reward's global

merchant network, which now includes the largest retail groups operating across CEMEA and APAC, including Al Futtaim, Landmark Group, and international brands such as Deliveroo, Intercontinental Hotels, and Virgin Megastore.

“We are entering an exciting new chapter for Reward as we expand our presence internationally,” said **Jamie Samaha, CEO at Reward**. “Sam has been an invaluable asset to our UK business over the last few years – deeply ingrained in our DNA and culture, he’s perfectly positioned to replicate our UK success on an international scale. I am confident both Sam and Tracy will continue the growth momentum we’re already seeing in new markets, empowering brands to create customers of the future by making everyday spending more rewarding.”

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 and is on course to deliver \$2billion by 2025.

For more information, please visit www.rewardinsight.com

ABOUT SAM SPREKOS

Sam Sprekos is the Managing Director International at Reward, a global leader in customer engagement and commerce media with more than 200 employees worldwide. With over 20 years of experience as a global executive, Sam has demonstrated diverse leadership across the banking, data, retail, telecoms and consultancy sectors within B2C, B2B, and blue-chip companies.

Sam’s career has been defined by transformative roles, including his key position in launching Metro Bank in the UK, the first high street bank to open in over a century. After relocating to London in 2009, he was instrumental in establishing the bank’s operational framework and introducing its technology to the market. In 2016, he joined Reward, initially as General Manager and later as Managing Director UK, where he led the company’s expansion from serving a single bank to a global roster of over 12 banks and numerous retail partners.

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