



## PRESS RELEASE

### Piraeus Bank: Double international distinction for “yellow Rewards Program”

Piraeus Bank’s yellow Rewards Program has been awarded two international awards, at this year’s Loyalty Magazine Awards, which took place in London on June 19<sup>th</sup> 2018.

The reward program was honored with the «**Best Loyalty Programme of the Year – Financial Services**» award, as well as with the top distinction of the «**Regional Loyalty Champion of the Year – Central & Eastern Europe incl. Russia & Turkey**» award.

The yellow Rewards Program allows customers to enjoy tangible rewards, through a simple cash-back philosophy allowing customers having the opportunity to cover their everyday needs through yellow’s Partners.

Yellow Partners include Shell, Sklavenitis, Masoutis, Wind, Attica, Hondos Center, Media Markt, Public, Intersport, Orchestra, Heron, AVIS, Grecotel, Hygeia Group, Henry Dunant, Xalkiadakis, Pet City, Ticket 365 e.t.c., who all offer a wide range of products and services.

Now in its 7<sup>th</sup> year, the Loyalty Magazine Awards, honors excellence, innovation and best practice in the loyalty industry across Europe, the Middle East, Africa, Australia and Asia. The judging panel consists of top, independent experts that examine the nominations from both a professional’s and a customer’s view giving unique value to the recognition from these awards.

The judges commented: “Piraeus bank stands out amongst the best of this year’s event, by creating a great loyalty program that works for customers and continues to remain relevant to Members’ needs, despite the Greek financial crisis”.

More than 1.000.000 members enrolled in the yellow Reward Program in just 18 months, highlighting the program’s rapid success.

**Athens, July 11 2018**