



FIS LOYALTY ENGAGEMENT SOLUTIONS

Personalized Package

Loyalty at the core of the banking relationship

Our mission is to help you transform the traditional rewards experience into a loyalty solution that generates brand advocacy and increases customer lifetime value, across your entire product suite.

Innovation meets loyalty

Our Personalized Package is a best-in-class, full-service suite of products and services that utilize data from across your financial institution to initiate personalized engagement opportunities that drive incremental revenue.

- You define loyalty earn. Whether your rewards currency is cash back or points, our flexible scoring platform can support how you choose to reward card spend.
- Card Loyalty Relationship Rewards recognizes relationship-based activities across your entire product suite and allows you to pre-determine automated incentives for desired behaviors.
- Account Level Personalization enables custom bonus earn and expiration down to the account level. Incentivize desired behavior and activate on personalized recommendations in real time.
- Comprehensive program reporting from our Loyalty Analytics Data Packs.
- A best-in-class redemption catalog.

KEY ADVANTAGES



- Loyalty, packaged to meet your needs
- Seamless integration with your banking experience
- Recognize, differentiate and activate cardholder engagement experiences without incurring additional fees

The rewards

Premium Payback real-time redemptions at the point of sale, creating a new way to pay with points as currency within our merchant network.

Travel Broadly and book your next trip with ease within our travel suite, or cover the cost of TSA Precheck® and CLEAR® Plus for expedited airport screening.

Events Tickets for any experience. Integrated with tickets to games, concerts, theater events and more. Elevate the experience to include the option to book a backstage experience or even reserve premium parking at the venue.

Cash Back, your way. Cash back credit and points are redeemed as cash that can be processed via ACH, statement credit or fee waivers.

A **Merchandise** selection with the best-selling brands and access to shipping options ranging from standard ground to same-day pickup.

Gift Cards to the nation's most popular retailers, restaurants and subscription services; both physical and digital.

Access to **Charitable Donations**, enabling cardholders to turn their rewards into an opportunity to give back.

BitCard® Bitcoin gift cards, allowing cardholders to dip their toes in cryptocurrency.

And more, giving cardholders the flexibility to use their points when, where and how they want.

Personalized package, personalized experience

Our Loyalty Engagement Solutions Personalized Package was designed with your needs in mind. Packaged pricing includes specific web personalization opportunities and an annual performance review.

- Consistent access to standard loyalty KPI reporting (liability, redemption trends)
- Annual program performance review, including overall program ROI, MCC trends, redemption insights and a benchmark analysis
- Access to subscription model pricing for any additional reporting needs



Why FIS?

FIS sits at the center of the engagement ecosystem, serving both merchants and financial institutions, giving us a deeper understanding of the payments choice landscape. Choose the loyalty partner with unmatched experience in the global payments ecosystem to drive revenue growth and increase retention.

About FIS

FIS is a leading provider of technology solutions for financial institutions and businesses of all sizes and across any industry globally. We enable the movement of commerce by unlocking the financial technology that powers the world's economy. Our employees are dedicated to advancing the way the world pays, banks and invests through our trusted innovation, absolute performance and flexible architecture. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS ranks #241 on the 2021 Fortune 500 and is a member of Standard & Poor's 500® Index.



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