

PRESS RELEASE



Halifax Reward Account offers switchers £100

- **Customers switching to the new Reward Current Account and the Ultimate Reward Current Account, will receive the bonus before the 7-day switch completes**
- **Customers can make the switch quickly and easily online**
- **The account offers a choice of fantastic new benefits including movie and magazine downloads**

Halifax is offering new customers £100 when they switch to its re-launched Halifax Reward Account from the 4th August.

By using the Current Account Switching Service, the money will be paid directly into new bank accounts, before the seven day switch process completes.

The Halifax Reward Account was created to reward customers who hold their main bank account with Halifax. As well as the £100 offer, customers are also able to pick their choice of one reward from the following:

- Stream two movies a month throughout the year, worth up to £120
- One free cinema ticket a month to catch the latest blockbusters at Vue cinemas across the UK. Filmgoers will also get half price popcorn
- A choice of three digital magazines from a host of well-known titles, including
 - Cosmopolitan
 - Men's Health
 - Red
 - Good Housekeeping
- Or customers can select a £5 monthly reward

On top of this, customers will get instant access to Cashback Extras, offering 15% cashback with selected retailers. Since its launch, our customers have saved almost £30m.

The Ultimate Reward Current Account, which offers additional benefits, such as worldwide travel insurance and mobile phone insurance, will also offer £100 to customers using the switching service to open the account.

The Current Account Switching Service makes switching easy by transferring the existing current account, with all direct debits, standing orders, and salary commitments, transferred within seven days. Those opening a new Halifax Reward or Ultimate Reward account will also benefit from a 6 month fee free overdraft.

Martin Turner, Head of Personal Current Accounts, Halifax, said: "It's never been a better time to open a new account with Halifax. Both our new Reward and Ultimate Reward accounts come with the opportunity to earn a fantastic lifestyle benefit and now new applicants will also receive £100 when they switch to us when using the industry switching service. The switching process takes just seven days and customers will receive their £100 before the switch is complete."

Ends

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Notes to editors:

Ultimate Reward and Reward Current Account customers who switch using the Current Account Switching Service (CASS) will benefit from:

- All account details provided at opening with the ability to start banking online immediately
- A dedicated and professionally qualified switching team to provide support throughout the process
- The CASS switch guarantee for the transfer of all direct debits, standing orders and credits, including salary or pension credits

Reward Current Account

The Halifax Reward Current Account is available to new and existing customers, for sole or joint accounts and is free for anyone who pays £1500 into the account each month. If these criteria are not met, the account carries a £3 monthly free.

People looking to take advantage of the benefits for a fee free account, need to meet the requirements and:

- Stay in credit
- Spend £500 on their debit card in the month, OR
- Keep £5000 in their account throughout the month

On top of this, customers can also get

- Cashback Extras - Earn as you spend as soon as you activate your offers online
- Contactless - Get a VISA debit contactless card
- Save the change - Round up your card payments to the nearest pound to save as you spend
- Mobile alerts - Help yourself stay in credit with our alerts

Ultimate Reward Current Account

For £17 fee a month, customers can get travel insurance, mobile phone insurance, car breakdown cover and more, plus:

- Earn £5 or a lifestyle benefit each calendar month by meeting the monthly criteria - Choose a Reward Extras offer for your Ultimate Reward Current Account
- Cashback Extras - Earn as you spend as soon as you activate your offers online
- Contactless - Get a VISA debit contactless card
- Save the change - Round up your card payments to the nearest pound to save as you spend
- Mobile alerts - Help yourself stay in credit with our alerts

Terms & Conditions

1. The offer applies to applications received in branch, online or by phone from the 4th August 2020 to 15th September 2020. The offer is subject to change and can be withdrawn without notice at any time.
2. The offer does not automatically guarantee an arranged overdraft and any application will be subject to status. If your account has an arranged overdraft you will not pay a daily arranged overdraft fee for 6 months provided you stay within your arranged overdraft limit.
3. After 6 months, or if you change your account, you will be charged daily arranged overdraft fees applicable to the account you hold if you use your arranged overdraft. Please see the Bank accounts

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and switching to us leaflet for full details on arranged overdraft fees. You will have been given this when you opened your account, but if you would like another one, please ask in branch or look at <https://www.lloydsbank.com/current-accounts/all-accounts>

4. Only one offer is available per customer. Joint accounts will only be eligible for one payment.

The offer will be paid directly into the customer's account by the time the switch has completed and will appear as a cash credit. The offer is not available to employees of Lloyds Banking Group, or if the employee is named on any bank account held in joint names.