

Halifax Helps Customers Save £1m with Cashback Extra

Savvy shoppers have saved over £1m in just over three months as a result of Halifax's Cashback Extras.

Following the launch of the bank's scheme, which rewards customers with up to 15% cashback at a range of well known high street retailers, some Halifax customers who have now signed up for Cashback Extras have earned as much as £160 to date.

Anthony Warrington, director of Halifax Current Accounts, said: "We anticipated that customers could be able to save over £100 over a year with Cashback Extras, by taking advantage of a wide range of discounts on their shopping."

"The fact that some customers have already saved much more than this demonstrates just how beneficial the scheme is in making our customers' money go further."

Supermarket Savers

Customers using Cashback Extras have saved more on everyday spending, such as supermarkets and grocery shopping, than at any other type of spend with cashback earned in this area accounting for almost £4 of every £10. This is followed by general retail, such as high street & online stores, and speciality retailers such as DIY stores.

How Cashback Extras works

Cashback Extras is available to all new and existing current account customers¹, the £5 monthly reward on Halifax Reward Account is available, depending on eligibility, and customers switching their main current account to Halifax currently receive £100. This means that some current account customers using Cashback Extras could therefore receive over £250 in rewards over the next 12 months.

Designed to reward customers based on their existing shopping habits and trends, those signed up to Cashback Extras will benefit from tailored and relevant offers up to 15%. Halifax customers within the programme see Cashback Extras offers when they log onto their online or mobile banking and are able to benefit in three easy steps:

1. **Click** on the cashback offers
2. **Shop** at the retailer with a Halifax debit or credit card
3. **Cashback** paid directly into a chosen Halifax current account at the end of the following month.

For further information please contact:

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The programme runs through existing Halifax online and mobile banking sites, meaning customers do not need to sign up to separate websites, nor do they need to access any codes or vouchers to access the offers. All earned cashback is paid as a cash amount, rather than points, and there is no minimum amount on cashback paid.

ENDS

Cashback Extras Retailers include:

Homebase	Argos
Domino's Pizza	New Look
Morrisons	O2
Coast	Oasis
Pets at Home	The Body Shop
Play.com	Marriott
Ocado	ASOS
Hertz	Gourmet Burger Kitchen
Q-Park	Texaco
Glasses Direct	EAT
Austin Reed	Oliver Bonas
Topps Tiles	Kiddicare
Emusic	YO! Sushi
Spafinder Wellness 365	Waitrose.com

¹Customers must be over 18, have a current account with a debit card and use Halifax online or mobile banking

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