



LLOYDS BANK

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Lloyds Bank to reward current account customers with new Everyday Offers

- *Up to 15% cashback on high-street names for current account customers*
- *Customers can receive back the value of their purchase up to £500*
- *New Everyday Offers is a way of saying 'thank you' to customers*

Lloyds Bank today announces the launch of a new market leading proposition designed to reward its current account holders and help drive further competition in the market.

In November, Lloyds Bank will launch 'Everyday Offers', which will enable customers to start earning cashback on their everyday spending. Everyday Offers will cover everything from grocery shopping to clothes and restaurants at places including Ocado, Coast and Gourmet Burger Kitchen.

At the same time, Lloyds Bank Everyday Offers will reward thousands of Lloyds Bank customers every month by repaying a purchase they have made on their credit or debit card up to the value of £500. This exciting aspect of Lloyds Bank Everyday Offers will be called, 'It's On Us'.

Philip Robinson, Director of current accounts, Lloyds Bank, "In an increasingly competitive banking market where consumers have a wider choice of who they bank with, we wanted to find a new way of saying 'thank you' to our customers. We want our customers to feel rewarded for the sorts of things they spend on everyday. They can earn cashback from places where they shop, and thousands of customers every month will get a nice surprise when we will tell them that their shopping is on us."

Everyday Offers

Everyday Offers is a cashback programme available to all Lloyds Bank current account customers registered for internet banking. By the end of November, customers will start to see Everyday Offers appear on their online banking. These offers will allow them to earn up to 15% cashback on a range of leading retailers



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including Ocado, Coast and Homebase. More retailers will be confirmed as part of the programme in the coming weeks.

The offers will be tailored to ensure that they remain relevant and rewarding. Once customers activate the offer within Lloyds Bank online or mobile banking, they'll earn cashback simply by spending on their credit or debit card. It will then be paid into their current account at the end of the following month.

It's on Us

A part of Lloyds Bank Everyday Offers, It's On Us will be available to all Lloyds Bank current account customers who have registered for Everyday Offers. From the end of November, Lloyds Bank will randomly select transactions that will be repaid to a current account. Whether it's a weekly shop, meal out, cup of coffee or even a holiday – one thousand purchases a week will be repaid up to the value of £500. Customers will be notified of the reward within a few days of making the transaction and will receive the value of a purchase up to £500 at the end of the following month.

Retailers confirmed within Everyday Offers include:

Argos	Coast
Domino's Pizza	EAT
Glasses Direct	Gourmet Burger Kitchen
Homebase	Hertz
Marriott	Morrisons
New Look	O2
Oasis	Ocado
Pets at Home	Play.com
Q-Park	The Body Shop

Ends

Notes to editors:

From the end of November, Lloyds Bank will pay back thousands of transactions to current account customers made on Lloyds Bank debit and credit cards. Customers will be informed if they have been randomly selected within a few days of the customer making the transaction. The value of the purchase up to £500 will be credited to their current account the following month.

'It's on Us', a strand of Lloyds Bank Everyday Offers, applies to transactions made on Lloyds Bank debit and credit cards. There are some exclusions that apply, including gambling and adult sites.



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Customers need to have made a debit or credit card transaction in the last six months in order to be eligible for It's on Us.

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