



## MasterCard Rewards Platform Reaches Russia

MasterCard Rewards platform has been introduced in the Russian market, offering banks and their clients an easy-to-implement loyalty program.

Svyaznoy Bank and Moscow Credit Bank premium cardholders became its first users, collecting bonus points when making purchases with their cards which they can then exchange for goods and services from an impressive catalogue of options.

The programme has been specifically tailored to Russian consumer needs and our own team members were among the first to try it out. During a soft launch of the platform, they acted as mystery shoppers and shared the results with developers and bank representatives in order to fine-tune the system and amend the rewards catalogue.

Any of our members in Russia are welcome to join the rewards program, which will help to add value to their customer offers. Banks can also create exclusive categories in the catalogue and use their own unique design for the user interface to complement their corporate style. A special offer was made for the cardholders of the contactless World MasterCard Black Edition card issued by Moscow Credit Bank –who receive extra bonuses in when tapping for their purchases.

The introduction of this rewards program is another indication of our commitment to Russia's payment industry and demonstrates our efforts in strengthening collaboration and maintaining long-term relationships with our partners. The Russian team is also working on extending the program and engaging new banks in order to further enhance this unique loyalty program for premium MasterCard cards users in the market.