

Woolworths WRewards Members Can Now Earn 15% Back In Savings, Instantly

MEDIA RELEASE

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Woolworths today launched changes to its loyalty programme, WRewards, making the ground-breaking offering the most rewarding way for customers to shop with Woolworths.

Launched in 2010, the Woolworths WRewards programme is an exclusive tiered, card-based loyalty programme which rewards its customers instantly with savings on over a 1000 products in store. It was the first loyalty programme to be launched that rewards customers instantly. Every year WRewards members receive R100m's in instant savings.

As an existing member of WRewards, customers are currently able to save 10% instantly on thousands of items throughout the store, from food to clothing to homeware to beauty and more. Now, customers paying with a Woolworths store card or credit card will earn an additional 5% savings instantly, resulting in a 15% saving on selected WRewards items.

Sivi Pillay, CEO of Woolworths Financial Services says, "These changes make WRewards one of the most generous loyalty programmes in the country. And our customers are rewarded instantly. WRewards is core to our business strategy. It provides invaluable insight into our customers' purchasing behaviour and allows us to create tailored communications relevant to each individual customer. A key component to the programme's continued success has been the ability to encourage member engagement. This in turn has a positive impact on our bottom-line by driving acquisition and ongoing activity."

On top of the additional 5%, customers carrying a Woolworths Credit Card get 3% back (Black Card) and 2% back (Gold Card) in vouchers on all their purchases in Woolworths and up to 1% back on purchases outside of Woolworths. These WRewards vouchers are allocated on a quarterly basis to Credit Card customers.

"Woolworths recognises WRewards as an integral part of our success in the market. Through the programme, we are able to offer our customers additional value for their positive shopping behaviour. With the recent additions to WRewards benefits, we're upping the loyalty game. This initiative is the most rewarding way to shop Woolies so we urge all our customers to sign up to enjoy our WRewards benefits," says Pieter

Twine, Head of WRewards.

Along with acknowledging customers for their loyalty, WRewards also offers them the opportunity to give back to the communities they live in through the MySchool MyVillage MyPlanet initiative. By simply linking their Woolworths card to the MySchool programme, customers can choose up to 3 beneficiaries from a list of over 8000 schools and charities they would like to support with every swipe of their card, at no extra cost.