



New innovative service for the loyalty market

SPORT LISBOA BENFICA IS THE FIRST BRAND TO GIVE ADDITIONAL BENEFITS TO ITS MEMBERS THROUGH SIBS' NEW SOLUTION FOR THE LOYALTY MARKET NAMED "DESCONTOS MULTIBANCO"

Lisbon, February 11, 2019 - SIBS presents a pioneering solution for the loyalty market, named Descontos MULTIBANCO. This solution is now available for all companies that have loyalty programs, allowing its users and members to accumulate benefits every time they make purchases in the MULTIBANCO Network in the merchants that are part of these programs, in an immediate, simple, convenient and practical way. This solution is launched in first-hand with Sport Lisboa Benfica, one of the largest Portuguese football team, allowing Club members to be the first ones to benefit from additional advantages, in an even faster way.

The new "Descontos MULTIBANCO" solution associates the loyalty card with a bankcard, transforming the purchases made with this card, in the joined merchants, into additional benefits.

Members of Sport Lisboa Benfica (SLB) can already subscribe this service in any of the 12.000 ATM in Portugal, associating their bankcard (debit or credit) with the club membership card to enjoy more advantages, in a simpler and more practical way. Then, they can start using the bankcard in the SLB partners' network (online and physical stores) and take advantage of extra discounts and benefits. After the purchase, the invoice will be available in the new "wallet" area, accessible via the SLB website or app, and members will receive an SMS with their "wallet" balance. The discount value will also appear on the ticket of the automatic payment terminal in on-site purchases.

"SIBS mission is to develop solutions to improve Portuguese's daily life. This new solution allows immediate and automatic attribution of discounts whenever clients make purchases in a network of members, which represents another advantage in using electronic payments with a card or mobile phone", says **Madalena Cascais Tomé, SIBS' CEO**. "People want to have in their wallet as few cards as possible, so they can enjoy the benefits of loyalty cards right away by paying their usual purchase, just using their bankcard", she adds.

"Our members represent the heart of SL Benfica. Our focus is always improving our service and value proposition. When we add this innovative and disruptive service into the membership card, we will give even more advantages to our members, enabling that



they can accumulate Wallet Balance to pay for jerseys, tickets, quotas or any product of SL Benfica", says **Domingos Soares de Oliveira, SL Benfica's CEO**. "Our members will no longer need to memorize the more than 2500 stores of partners who decided to take this pioneering step with SL Benfica", he adds.

It is the first time that SIBS announces a solution that associates purchases in the MULTIBANCO Network to loyalty programs of reputed brands, giving advantages to customers and entities. In this launch phase, "Descontos MULTIBANCO" is only available to SLB members, but it will be extended to other brands and promoters, who also want to maximize the benefits and convenience experience given to their customers, allowing them to immediately access discounts every time they make purchases with bankcards in the MULTIBANCO Network, in our more than 300 thousand POS.