INTERNATIONAL LEADERS IN LOYALTY SUMMIT

LOYALTY LEADERS. EVERY INDUSTRY. CONNECTED.

POST-EVENT REPORT 2026

THANK YOU

What a wonderful two days. The International Leaders in Loyalty Summit is something our team works towards for months. There are countless conversations, decisions, details and moving parts that happen long before anyone walks into the room. So, when the doors open and you see the loyalty community coming together, it makes all of that work worthwhile. Thank you to everyone who joined us in Cape Town. To our speakers who travelled from across the world and shared their thinking, experience and honest perspectives. To our sponsors and partners who contributed far more than a logo on a screen. And, most importantly, to every delegate who came ready to listen, challenge, question and share. This year's programme brought together very different perspectives from consumer psychology and customer behaviour to loyalty economics, AI, technology, security and the practical realities of building programmes that deliver business value.
That diversity of thinking is what makes this community so valuable. What struck me most was just how much the loyalty community has grown. We are no longer having conversations about loyalty in isolation.
Loyalty sits at the intersection of customer experience, commercial strategy, data, technology, finance and human behaviour.
And the people working in this space are increasingly influencing those conversations at the highest levels of business.
That is something worth celebrating.

– Amanda Cromhout, CEO of Truth Loyalty



TRUTH Loyalty

BROUGHT TO YOU BY

TRUTH Loyalty

BROUGHT TO YOU BY

COMARCH Loyalty

PLATINUM SPONSOR

Eighty 20

INSPIRED BY CUSTOMERS_DRIVEN BY DATA

TURQUOISE SPONSOR

cora LOYALTY

TURQUOISE SPONSOR

EVENT SPONSORS

ACHIEVEMENT AWARDS GROUP

capillary

ADHIVE GROUP

Deloitte. Digital

FIGMENT DESIGN LABS

LOYALTY JUGGERNAUT

nooday

sammo

TradeLink

yoyo

- 99c
- Absa
- Achievement Awards
- Adhive
- African Bank
- African Rain Collection
- Airlink
- Alshaya Group
- Avis
- Berelo
- Black Zebra White
- Bluff Meat Supply
- BP
- Bsmart
- Cape Town Travel
- Capillary Technologies
- Capitec
- Chester Group
- Clicks
- Comarch Loyalty
- CORA Loyalty
- Customer Care Centre
- Deloitte
- Eighty20
- Elevate Loyalty
- Emirates Skywards
- Engen Petroleum
- Evergreen Marketing Solutions
- Figment Design Labs
- FNB eBucks
- Freebyte proprietary limited
- Kyros
- Lightstone Retail
- Loyalty Juggernaut
- Loyalty Security Association
- Loyilt
- Mascodor 146 CC
- Nandos
- Nedbank
- Neoday
- Ocean Basket
- Old Mutual
- OM Bank
- Omnihelp
- One Loyalty
- Paradigm Connect
- Pep
- Pick n Pay
- Pinnacle Rewards
- Points Africa

ATTENDING COMPANIES

- Randgo
- Relate Trust
- Salesforce
- Sammo
- Sanlam
- Sasol
- Seamonster Entertainment
- Shell
- Shoprite
- Spar
- Spur
- Standard Bank
- Strider Brands
- Telkom
- The Thinking Company
- TLC
- Tradelink
- Virgin Active
- Vivo Energy
- Vodacom
- Woodstock Loyalty
- Woolworths Financial Services
- World Sports Betting Franchise
- Xbigly labs
- Yoyo

- AFRICA'S BIGGEST LOYALTY CONFERENCE
- 200 ATTENDEES
- 16 KEYNOTE SPEAKERS
- 6 PANELISTS
- 13 SPONSORS
- 75 BRANDS ATTENDED





AMANDA CROMHOUT
TRUTH LOYALTY
THE PSYCHOLOGICAL FOUNDATIONS BEHIND CUSTOMER CHOICE AND LOYALTY

10 psychological drivers behind loyalty programme engagement, framed by Rory Sutherland's idea that "a loyalty programme is corrective eye surgery for business." Key levers include the dopamine hit of earning and redeeming rewards, the endowed progress and goal-gradient effects (pre-loaded progress and visualised proximity to a reward accelerate purchases), and loss aversion (losing points hurts twice as much as gaining them feels good, so expiry should remind, not punish). Tiers and scarcity boost emotional engagement but risk feeling punitive on downgrade, while the endowment effect (frequent balance communications, "your points are waiting for you" messaging) builds a sense of ownership that discourages switching. Switching costs (e.g., Amazon Prime's ~93–98% renewal rates) and social status drivers, visibility, community/tribalism, and generosity, round out the framework. The takeaway: applying consumer psychology gives loyalty programmes laser-focused results.



MARÉ LOUW
WOOLWORTHS FINANCIAL SERVICES
LOYALTY BY DESIGN: NAVIGATING THE GREEN LIGHTS AND RED FLAGS ON THE JOURNEY FROM VISION TO LAUNCH

Maré Louw, Chief Customer Officer at Woolworths Financial Services, presented the build of MyDifference+ under the theme "Building Loyalty Whilst Building Loyalty," where winning internal staff buy-in was as critical as winning customers. The project began by admitting the prior programme was disengaging and "exclusive" with no clear ROI, prompting WFS to bring in external experts (including Eighty20) and build behavioural earn models nearly 8 months ahead of launch. A key artifact, "The Playbook," was a plain-language summary the team obsessed over for clarity, shared broadly so leadership and partners could challenge it, governing design principles of Customer Driven Care, Relevant to WW, and Value Evolution. Adoption was driven internally through gamified e-learning and culture events like "Coffee Raves," while externally WFS scrapped a big-bang launch for a six-month segmented rollout anchored by a five-email nurture sequence and up to R2,000 monthly cashback for paying, using cards regularly, and app engagement. Since launch, digital engagement has grown via daily "hypercare" tracking, and Louw closed with her "green lights": stay rooted in the customer, treat launch as an ongoing process, and keep accountability with each business area under one unified delivery team.



LEN LLAGUNO
KYROS
MEASURE WHAT MATTERS

Len Llaguno, founder of KYROS Insights (an actuarial firm specialising exclusively in loyalty programmes), argued that loyalty teams struggle to prove their value because accounting rules force monthly booking of point liabilities, making costs highly visible, while offering no equivalent standard for valuing the benefit created, breeding a "cost centre" mindset internally. He proposed Customer Lifetime Value (CLV), specifically the change in CLV attributable to loyalty ("incremental value"), as the metric finance teams actually understand, built from lifetime revenue, margin, and redemption cost. Crucially, rising redemption rates (falling breakage) are often wrongly seen as bad since they raise costs, when in practice they're usually paired with higher lifetime revenue that more than offsets the margin hit, so CLV still increases. Since true A/B testing of loyalty programmes isn't always perationally, practically, or legally feasible, he recommended matching redeemers to statistically similar non-redeemers and comparing resulting CLV to isolate the incremental lift from redemption and other behaviours at a granular level. His framework, build CLV models, quantify ROI through this matching method, then find the customer-journey "inflection points" that shift CLV most, is meant to convert loyalty's anecdotal value into defensible, CFO-ready numbers.

MAX BYLOFF
COMARCH LOYALTY
DATA IS THE GRAPE. LOYALTY IS THE WINE. WHY TECHNOLOGY STILL NEEDS HUMAN CRAFT.



As AI commoditises data and process, it's the human craft behind a brand that will set it apart much like the world's finest wines remain artisanal even in an age of automated production. AI can activate the right moment, such as offering a micro-loan the instant a customer's card is declined at the pump, but it can't yet create genuine collaboration or fandom, the kind of human artistry behind a beloved product launch or a devoted sports following. The future of loyalty belongs to those who let AI handle the transactional sameness while oubling down on the human creativity and trust that turn customers into true fans.



MICHAEL SMITH

THE WHO AND THE WHAT OF LOYALTY FRAUD

Michael Smith, co-founder of the Loyalty Security Alliance and former British Airways fraud specialist, framed loyalty fraud as a design issue, not a legal one: it happens whenever someone extracts a benefit the programme never intended, spanning member and staff fraud, account takeover, promotional abuse, "friendly fraud," mileage brokers, and undisclosed B2B point-banking. He noted up to 93% of fraudulent login attempts are bot-driven, with some airlines facing billions of automated hits monthly, rendering CAPTCHA and two-factor authentication largely ineffective against organised fraud farms. He grounded this in striking cases: a Chinese hotel scheme hacked to fund a prostitution ring, and the 2022 Qantas breach, where a cloned voicemail tricked an employee into resetting a password, exposing 5.5 million members' data via a compromised tech integration. He closed urging teams to treat prevention, detection, and resolution as a standing checklist item, since fraud monitoring also reveals genuine member behaviour, with the real challenge being balancing airtight security against an experience that doesn't feel like "Fort Knox."



PER OSTBERG

WILL HUMANS SURVIVE THE TECH REVOLUTION?

By 2040, a single AI application like a autonomous car will quietly rewrite entire industries and even the architecture of the homes, buildings and more. Collapsing a 16-hour Cape Town to Johannesburg drive into 6 hours while shrinking insurance, car repair, and even organ donation ecosystems as accidents and fatalities that fall away. Status has shifted from owning a car to owning a fleet of personal robots, as AI moves from tool to household decision-maker quietly overriding a request for chocolate because it knows your health data better than you do. The line between body and technology has dissolved: clothing reads your vitals and flashes red to summon help during a heart attack for an example, while neural implants let the blind "see" and even download experiences like climbing Everest as lived memory. This same intimacy is what makes AI's dual nature so dangerous the more deeply it's woven into perception, health, and daily choices, the more catastrophic a hack or failure becomes. The defining challenge of 2040 isn't whether AI can act on our behalf, but who is accountable when it acts against us a grey area humanity has yet to resolve.



ANITA RAMCHANDANI
EMIRATES



BIJOU DANIELS
ALSHAYA GROUP



CARLY NEUBAUER
ELEVATE LOYALTY



EARLE CLOETE
SPUR CORPORATION



FIONNA RONNIE
CLICKS



JULIA RAPHAELY
PARADIGM-CONNECT



KELLY GOLDSWORTHY
CAPITEC



PIETER WOODHATCH
FNB EBUCKS



ADAM POSNER
THE POINT OF LOYALTY

LOYALTY ROAST

FIRST EVER INTERNATIONAL IN-PERSON ROAST



THE LOYALTY ROAST™



HOSTED BY:

Carly Neubauer & Adam Posner

BLIND LOYALTY CHALLENGE LIVE WITH OUR TOP SPONSORS

COMARCH LOYALTY, CORA LOYALTY & EIGHTY20



From the Industry

"The International Leaders in Loyalty conference was maybe the highest quality industry conference I ever attended. All my hats off to Amanda and her brilliant team."

— Max Byloff, Comarch Loyalty

" Thank you so much for a really excellent two days. Absolutely the best one yet! You guys set the standard - honestly it's the best conference I have ever attended across any industry, either locally or globally."

— Kia Abbott, Virgin Active



'26 INTERNATIONAL LEADERS IN LOYALTY SUMMIT
LOYALTY LEADERS. EVERY INDUSTRY. CONNECTED.

From the Industry

"Thank you so much for the tremendous effort you put into making the loyalty conference and awards evening such a tremendous success every year! I've had really positive feedback from the team this morning, and we appreciate all you do for the South African loyalty industry."

— Emma Thorpe, Shoprite

"Just wanted to say a huge congrats and thank you for another incredible event. The way you manage the programme, the space you create for the tribe to connect and the way you build social moments in between, really is incredible. And to do it year-on-year and remain relevant and interesting is no mean feat. By far my best event of the year, and I don't just say that lightly given that I do a few of these, but easily the best investment we make in money and time."

— Glenn Gillis, Sea Monster

"I had a really wonderful time. And congrats to you all on a successful event - both the summit and awards were really well organized and executed. Very impressive."

— Len Llaguno, Kyros

SAVE THE DATE FOR THE 2027 INTERNATIONAL LEADERS IN LOYALTY

JUNE 2027, CAPE TOWN

*Exact dates coming soon

YOUR LEADING GLOBAL *Loyalty* EXPERTS.

TRUTH Loyalty

CONSULTING SERVICES

Loyalty Strategy

Partner with the Truth team to create a comprehensive loyalty strategy that supports both customer and commercial objectives. Our approach is informed by best practice and tailored to your organisation, industry and customers.

Loyalty Programme Design

Using proven loyalty programme design principles, Truth develops compelling customer value propositions and well-designed loyalty programmes.

Loyalty Programme Implementation

Truth supports successful loyalty programme implementation through cross-functional stakeholder alignment, project management and expert guidance to help deliver a successful launch.

Loyalty Programme Audit

Loyalty programmes should be reviewed regularly to maintain customer engagement and growth. Truth assesses your programme and works with you to evolve your customer value proposition and maintain relevance.

Loyalty Data Strategies

Unlocking value from customer data is critical to loyalty programme success. Truth identifies opportunities within your customer data and develops a roadmap aligned to your customer strategy goals.

Business Case Modelling

A robust business case is critical to assessing the commercial viability of a loyalty programme. Truth supports the development of business cases and projections, with a focus on programme commercials and stakeholder alignment at Exco or Board level.

Member Management & CRM

Building profitable customer relationships requires a well-designed member engagement and CRM strategy. Truth draws on decades of experience to develop CRM plans that drive greater customer engagement and programme profitability.

Contact us for all your loyalty needs: info@truth.co.za

COMARCH
Loyalty

Make them obsessed with your brand.

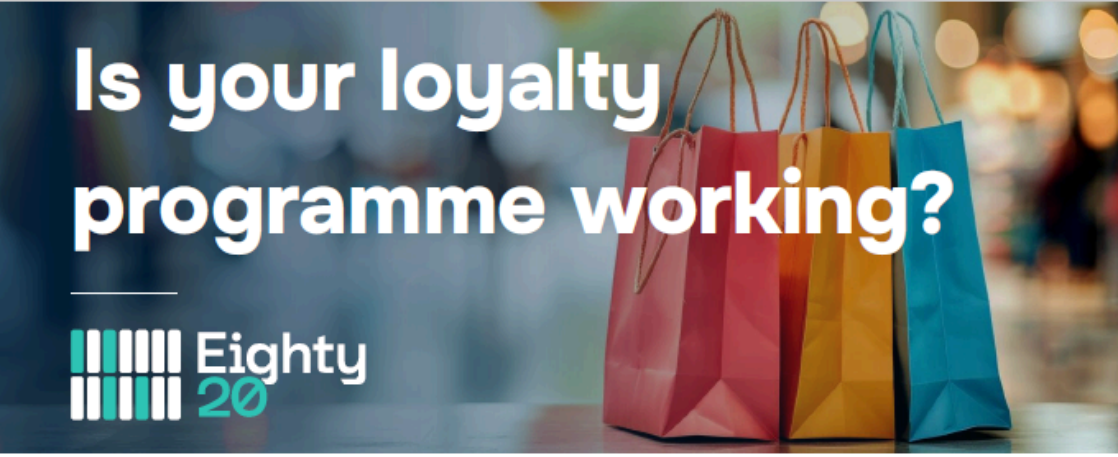
Powered by next-gen AI loyalty technology.



Scan Me!



Is your loyalty programme working?



Eighty 20

Let your loyalty programme reach its full potential by harnessing the power of your data.

At Eighty20 we are passionate about helping our clients use data properly to create value, by leveraging our unique combination of strategic, analytics, research and technology capabilities. We work with leading loyalty and rewards programmes to ensure that they are loved by customers and profitable for business.

Design & Optimise

We leverage our 25 years of industry experience, proven strategy frameworks, analytics and financial modelling capabilities to design new programmes or review and optimise existing programmes.

Measure & Track

We use data science to measure customer behaviour change, its impact on the business case and recommend how to improve performance. Our primary research solutions also help track customer preferences that inform proposition or partner improvements.

Customer Profiling

Our ENS customer profiling tool enables us to impute demographics and thousands of other variables to each customer, helping to understand penetration into market segments, share of wallet by customer and how different customer groups are driving performance.

Customer Engagement

We identify and size opportunities that will improve engagement, then implement loyalty management and hyper-personalisation solutions to execute or support interventions that generate ROIs of over 10x.

Eighty20 uses a combination of strategy, data science, research and technology to help leading brands execute customer centric strategies that are loved by customers and profitable for business.

INSPIRED BY CUSTOMERS_DRIVEN BY DATA

www.eighty20.co.za

TRUTH CUSTOMER ACADEMY

GET YOUR DIPLOMA IN Loyalty

IN-PERSON MASTERCLASS

A 2-day masterclass presented by Amanda Cromhout in a classroom environment.

VIRTUAL MASTERCLASS

A 2-day masterclass presented by Amanda Cromhout in an online environment.

SELF-PACED ONLINE

A 6-week online course offering a flexible, self-paced learning environment.

IN-HOUSE MASTERCLASS

A bespoke masterclass format designed to meet your organisation's specific requirements.

Customer Academy Diploma in Loyalty **CADipL**

REGISTER TODAY

Advance your loyalty expertise with world-class training, tailored to you or your business.

cora
LOYALTY

One partner. One connected operation. Built for measurable retention and revenue growth.



LOYALTY CANNOT SCALE IN PIECES

In 2026, the advantage belongs to brands that run loyalty as one connected operation.

CORA unites strategy, technology, rewards, partner management, fulfilment and engagement from end to end.

From enterprise requirements to every interaction, the whole operation works as one to strengthen retention and grow revenue.

coraloyalty.com

LEADERS IN LOYALTY SUMMIT

SCAN TO BOOK A MEETING

AFRICAN LOYALTY ASSOCIATION



TOGETHER, WE ELEVATE LOYALTY ACROSS AFRICA.

An industry body dedicated to supporting loyalty excellence and thought leadership across the African continent.

AS A MEMBER, YOU WILL:

CONNECT with Africa's loyalty leaders

LEARN through exclusive content & webinars

COLLABORATE in specialist groups & peer networks

GROW your knowledge & career

LEAD the future of loyalty in Africa

MEMBERSHIP IS FREE!

Join a community of loyalty professionals and organisations committed to building a stronger loyalty industry in Africa.

- Access to member communications
- Invitations to webinars & events
- Industry updates & insights

ACHIEVEMENT
AWARDS GROUP

We bring on the loyalty and take on the complexity.

As an idea,loyalty programs are simple.
Their successful execution is less straightforward.
To win customers over, you have to do loyalty right, not loyalty lite.

Every stage is specialised, and every component requires expertise – from research to strategy and design, from launch and communication to optimisation, from technology to data analytics, and from rewards earning to redemption.

For almost 50 years and across more than 1,000 solutions, we've put these things together completely and coherently, delivering programs with measurable results.

Our clients are happy.
And so are their customers.



www.awards.co.za
RiazG@awards.co.za
(021) 700 2300

thesolutions

Copyright © Achievement Awards Group All rights reserved.

ADHIVE GROUP

What we can do for you

Discover



Personalisation

Gain a deeper understanding of your market, customers and competitors through:

- Marketing Intelligence
- Consumer Research
- Brand Health
- Strategic Planning
- Influencer Intelligence

Connect



Consumer Intelligence

Build stronger customer relationships with:

- CRM Strategy
- Customer Segmentation
- CRM Communications
- Data Visualisation & Dashboards

Create



Creative & Content

Bring your brand strategy to life through:

- Visual Storytelling
- Content Creation
- Creative Effectiveness
- Creative Efficiency

Amplify



Performance to Amplification

Reach the right audience and maximise every campaign through:

- Paid Media
- Owned Channels
- Experiential Campaigns
- Activations
- Influencer Campaigns
- Performance Measurement and Optimisation

Get in touch


info@adhivegroup.com


+27 10 141 4905


www.adhivegroup.com

KEYNOTE SPEAKER

AMANDA CROMHOUT

CUSTOMER LOYALTY EXPERT



As one of the most insightful keynote speakers on loyalty, strategy, and design. Amanda brings deep loyalty experience, radical simplification, and a strong dose of humour to the stage.

"An insightful and inspiring keynote from industry guru Amanda Cromhout set the tone for a great event."

Dr Nejib Ben Kheder
EMIRATES

MY KEYNOTE TOPICS

GLOBAL LOYALTY TRENDS

What's shaping the future of loyalty and what it means for your business.

B2B LOYALTY

Building loyalty programmes that drive value, retention and growth in B2B relationships.

CUSTOMER STRATEGY & LOYALTY KPIS

Align strategy with meaningful metrics that prove impact and drive decisions.

CONSUMER PSYCHOLOGY

Understanding what truly motivates customers and how to design experiences they love.

BLIND LOYALTY TRUST

Giving back to reverse unnecessary blindness—because loyalty should change lives.

ABOUT AMANDA

Amanda Cromhout is a leading voice in the global loyalty industry, speaker, strategist, award-winning author and founder of several industry initiatives that champion knowledge, innovation and impact.

- International Loyalty Personality of the Year
- Founder: Truth | Blind Loyalty Trust
- Author: Blind Loyalty 101 loyalty concepts radically simplified
- Trusted by leading global brands
- Most Inspirational Speakers to Follow, 2025

BOOK AMANDA FOR YOUR NEXT EVENT!

Inspiring keynotes | Practical insights | Real-world impact

Let's create an unforgettable experience for your audience.

capillary | sessionm | kognitiv. | BRIERLEY

AI-Powered Loyalty Technology Solutions for Enterprises

Powering 20% of the World's Largest Loyalty Programs

ZEN · Al-Futtaim · Abbott · Shell · TATA DIGITAL · PUMA · IndiGo · DELL · Domino's · vodafone · NASCAR · asics

Meet aiRA Agentic AI for Enterprises

The Autonomous Engine for Customer Growth

- Turn enterprise data into growth decisions instantly
- Run precision CRM with minimal manual effort
- One chat End-to-end campaign orchestration



Talk to our Loyalty Experts now!

Connect with us at capillarytech.com

Copyright 2026, Capillary Technologies L.L.C All rights reserved.

African Loyalty Awards

GAIN CONTINENT-WIDE RECOGNITION AS A LEADER IN LOYALTY, CRM AND CUSTOMER ENGAGEMENT

ENTRIES ARE NOW OPEN

OPEN
17 SEPTEMBER 2026

CLOSE
19 NOVEMBER 202

RECOGNITION | INNOVATION | CUSTOMER IMPACT | AFRICAN EXCELLEMCE

STANDOUT IN AFRICA'S FAST-EVOLVING LOYALTY LANDSCAPE AND VISIT

WWW.AFRICANLOYALTYASSOCIATION.COM

Deloitte.
Digital



Loyalty reimagined

BuildingHuman-Centric, Data Driven Loyalty Experiences

Fromstrategyto implementation,we help brandsbuildagile human-centred loyalty programmes that drive measurable business impact.

Our Loyalty capabilities

- Strategy
- Concepting & Design
- Business Case
- Organisation Design
- Implementation
- Loyalty Operations

Scan to find out more



© 2025. For information, contact Deloitte Touche Tohmatsu Limited. (VK)



FIGMENT
DESIGN LABS

LOYALTY that goes beyond rewards

Founded in 1996, Figment Design Labs is a South African technology company specialising in loyalty solutions that help businesses attract, engage and retain customers. We combine innovative technology with deep industry expertise to create meaningful customer experiences that drive long-term growth and lasting loyalty.

WHAT WE DELIVER

- Loyalty Platforms
- Payment Solutions
- Customer Engagement
- Gamification & Promotions
- Digital Vouchers & Rewards
- Value Added Services
- Customer Insights & Analytics
- Systems Integration

HELPING BUSINESSES

- Acquire New Customers
- Increase Customer Retention
- Drive Repeat Purchases
- Build Brand Loyalty
- Personalise Customer Experiences
- Unlock Actionable Insights

WHY FIGMENT?

- Nearly 30 years of innovation
- Trusted technology partner
- Secure, scalable platforms
- End-to-end loyalty expertise
- Tailored solutions for every business

Creating smarter customer engagement through innovative loyalty, payments and digital technology.

FIGMENT
DESIGN LABS

Think Big. Grow Bigger.

info@virtualvoucher.co.za
011 478 9876

LOYALTY
JUGGERNAUT

Leaders in Loyalty Summit 2026,
Cape Town, September.



The best loyalty programs run on GRAVTY®.

The AI-first platform that turns loyalty into your enterprise growth engine.

Scan to see what it could do for yours.

FORRESTER STRONG PERFORMER | EVEREST | GARTNER

TradeLink

RETAIL WITHOUT INTERRUPTION

RETAIL TECHNOLOGY SERVICES & SUPPORT

Technology your customers never notice.
Reliability they always remember.

Retail is what we know. For over 30 years, Trade Link has helped retailers keep stores trading through comprehensive retail technology services, specialist support and deep retail expertise.

We understand that every successful in-store experience depends on reliable technology working behind the scenes.



SERVICE DESK



ONSITE SERVICES



MANAGED SERVICES



PROFESSIONAL SERVICES



CONSULTING SERVICES

As part of our comprehensive retail technology services, Trade Link offers Store Observability and Remote Remediation to proactively monitor store and loyalty systems, helping identify and automatically remediate common issues before they interrupt the customer journey or loyalty experience.



MONITOR

Proactively detect issues.



AUTO-REMEDIATE

Automatically resolve common issues.



SEAMLESS CUSTOMER EXPERIENCE

Support seamless customer journeys.

Loyalty Software | neoday

Your Profitable Growth Engine

Recognized by the experts:

Gartner · FORRESTER · constellation · IDC · Everest Group

2x INTERNATIONAL Loyalty Awards

Delivering measurable results in months, not years



- **Deploy it your way**
  Your existing app, our whitelabel app, or web campaigns. You choose.
- **Up and running in weeks**
  Live in weeks, not the 8–12 months you'd expect elsewhere.
- **Out of the box front-end**
  Launch and optimize campaigns across apps, websites, and stores with minimal IT effort.
- **Easy to use back-end**
  Your marketing team runs everything. No IT skills needed.

196%	16%	8%
Activated new members	Increase in basket size	Increase in visit frequency

TESCO · Heineken · TEXACO · Auchan · ACTION · La Place · MOI

www.neoday.com

A BOOK FOR
LOYALTY PROFESSIONALS

BLIND LOYALTY

101 loyalty concepts radically simplified

A practical, jargon-free guide that cuts through the complexity of loyalty and gets to the heart of what really drives connection, engagement and growth.





AMANDA CROMHOUT

INTERNATIONAL LOYALTY PERSONALITY OF THE YEAR

Amanda is a leading voice in the global loyalty industry, speaker, strategist, award-winning author and founder of several industry initiatives that champion knowledge, innovation and impact.

GET YOUR COPY TODAY!

All profits generated from the book go directly to *The Blind Loyalty Trust*♡

SIMPLIFY. INSPIRE. IMPACT.

Your roadmap to loyalty that truly matters.

ORDER NOW: www.truth.co.za/blind-loyalty-book

@Truth Loyalty

sammo

Household Wellbeing
Infrastructure

We move your programme from collected and forgotten to used every day. Real help for the member and their family, in your brand.

MONEY · FAMILY · EDUCATION · HOME · CAREER

- Reduces churn by giving members a daily reason to stay engaged
- Reaches the whole household, not just the person who signed up
- Turns unclaimed benefits into everyday, active use

1 LOCAL LANGUAGES
Speaks your country's language

2 STAYS IN ITS LANE
Never guesses outside safe boundaries

3 PRIVACY & SECURE
Guaranteed individual privacy

4 ANY PLATFORM
In app, or wherever they already are

[Scan to see what Sammo can do for your household]

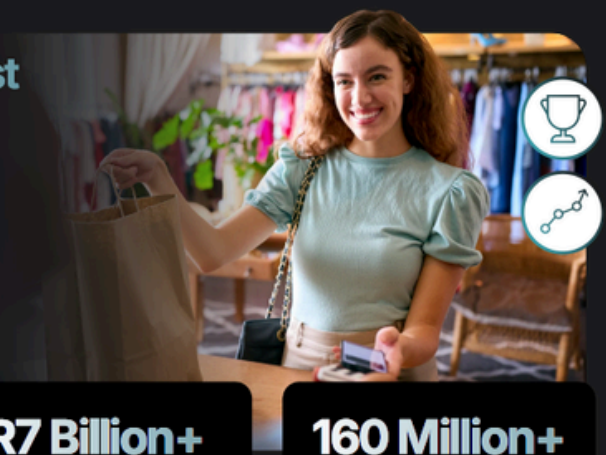
sammo.chat
info@sammo.chat

yoyo

GIFT CARDS · VOUCHERS · LOYALTY · SINCE 2007

South Africa's Largest Voucher and Loyalty Network

Your growth partner.
Creating delightful moments.



27,000+
Integrated retail stores

R7 Billion+
Rewards value issued per annum

160 Million+
Unique rewards issued per annum

One partner. Every way to reward.

For Retailers

Sell your own branded gift cards and run loyalty gift cards and run loyalty.

Enterprise retail · merchants

For Reward Issuers

Issue rewards your members can redeem anywhere

Banks · telcos · loyalty programmes

Trusted By South Africa's Biggest Brands

vodacom · Discovery Vitality · MTN · CAPITEC · FNB · ENGEN · Pick n Pay · Dis-Chem · bash · famous brands · Nando's · KFC



Join the Network

yoyorewards.com
Delight in every connection.

Award-winning loyalty & rewards software · since 2007

NO ONE SHOULD BE BLIND IF IT IS REVERSIBLE.



The Blind Loyalty Trust provides essential ophthalmology procedures to underprivileged patients requiring cataract and corneal transplant surgery.

R4,200 CAN HELP REVERSE BLINDNESS.

A donation doesn't just restore sight. It restores independence, dignity, opportunity and hope.

DONATE HERE

Scan to make a difference.

blindloyalty.co.za

> 325
PEOPLE GIVEN SIGHT

R2.18M
RAISED

9,455
BRACELETS SOLD

HELP US GIVE THE GIFT OF SIGHT.

Four ways you and your business can make a difference.



01 BUY THE BOOK

Buy Blind Loyalty – 101 Loyalty Concepts Radically Simplified.
100% of the profits go to the Blind Loyalty Trust.

Changing lives, one book at a time.



02 TURN POINTS INTO SIGHT

Add the Blind Loyalty Trust as a redemption partner and encourage your loyalty members to redeem their points into the Trust.

Giving the gift of sight, one point at a time.



03 WEAR YOUR SUPPORT

Celebrate your staff with Blind Loyalty bracelets or sell the bracelets in your retail store.

Restoring sight, one bracelet at a time.



04 SIMPLY DONATE

Or simply donate at
www.blindloyalty.co.za

TOGETHER, WE CAN GIVE THE GIFT OF SIGHT.

BUILD *Loyalty* WITH YOUR CUSTOMERS.

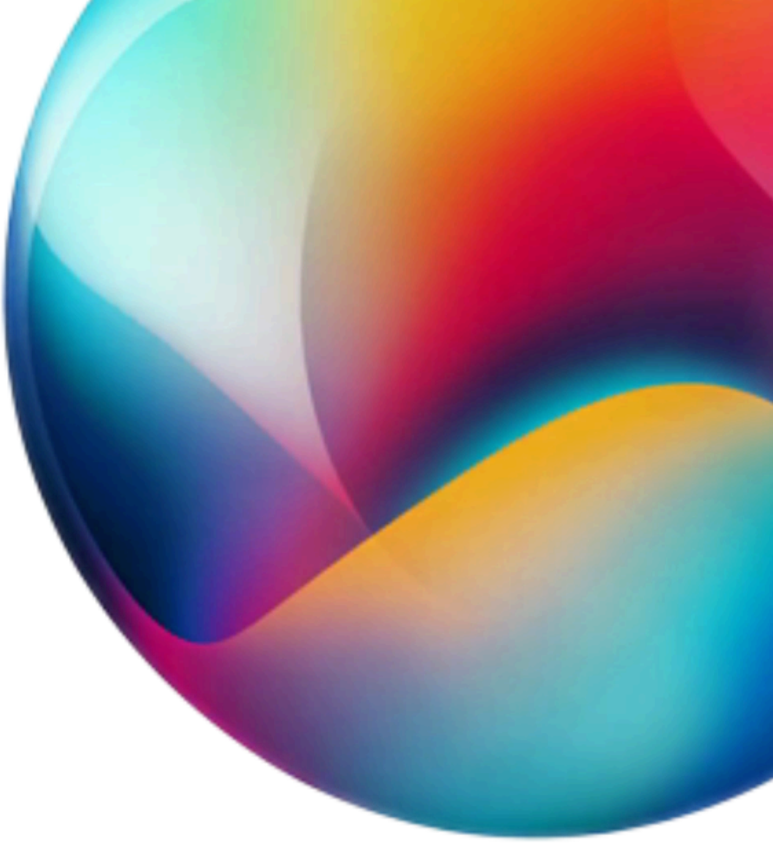
TRUTH Loyalty

Get exclusive tips, insights and news straight to your inbox from one of the world's most authoritative voices in loyalty.

Simply scan the QR codes below:

NEWSLETTER

WHATSAPP



Feedback is a gift that is built into the Truth culture.

Please take a moment to help us deliver bigger and better next year!