

NCB Partners with RJRGLEANER Group to Launch New Rewards Platform

Tuesday, 22 October 2024 – National Commercial Bank Jamaica Limited (NCB) and RJRGLEANER Communications Group (RG) today announced the execution of a Memorandum of Understanding (MOU) to develop “NCB GO,” an innovative, card-based loyalty rewards program.

The partnership marks a significant step toward integrating this ground-breaking solution into NCB’s portfolio. Once launched in Jamaica, NCB GO will allow NCB credit and debit cardholders to earn loyalty rewards at participating merchants across the island. The program will also offer local merchants a fully managed, fully automated, ready-to-go ‘Rewards Programme in a Box,’ - that eliminates the need for costly and complex loyalty program setups.

The technology behind NCB GO was developed by Go Beyond Group LLC, a leader in rewards-based fintech solutions. This program will be implemented through RG’s 50% owned subsidiary, Jamaica Holdings LLC, which operates the Gustazos daily deal platform in Jamaica. As part of the collaboration, Go Beyond will license the underlying technology to Jamaica Holdings LLC for the NCB GO rewards program.

Go Beyond Group has already seen success with its Go Rewards program, which launched in Puerto Rico in 2022. The program has rapidly expanded, with participating Merchants experiencing increased user transactions, and Gross Merchandise Value (GMV) expected to exceed US\$60 million (J\$9.6 billion) in 2024. Following launches in Panama and the Dominican Republic, Jamaica will be the first market to license this technology under a major banking brand.

Anthony Smith, CEO of RJRGLEANER and Chairman of Jamaica Holdings, expressed his enthusiasm: “NCB GO will be a game changer for Jamaican consumers and businesses. This new approach to loyalty rewards leverages innovative technology solutions to deliver tangible benefits to both consumers and merchants across Jamaica. This collaboration underscores our commitment to providing value-added offerings that align with RJRGLEANER Group’s digital-first strategy, maximizing value for our customers and partners as we continue expanding our services across the Caribbean.”

“NCB takes pride in announcing our strategic partnership with RJRGLEANER Group and Go Beyond Group, a landmark agreement that underscores our commitment to innovation and customer-centricity. We are continuing to invest in innovative solutions that enhance the experiences and benefits realized by both our merchants and customers.

This Programme offers a unique opportunity for our merchants to encourage repeat visits and customer loyalty, while providing customers with a beneficial loyalty programme at their preferred merchants through one seamless offering, accessible with any of our NCB cards. Through this collaboration, our aim is to drive business growth for our merchants, foster meaningful relationships with our customer and further

establish NCB as a leader in delivering value-added services. We look forward to redefining the loyalty landscape together.” Bruce Bowen, CEO National Commercial Bank Jamaica Limited.

Luke Todesco, CEO of Go Beyond Group, commented, “Jamaica holds a special place in our Group’s collective heart, and we’re honoured that NCB shares our enthusiasm for the impact the GO program can have in Jamaica. We are delighted that this will be our first licensing deal with a major commercial bank, marking a significant milestone in the execution of our Group’s growth plans for the region and beyond.”

Further details on the NCB GO rewards platform will be shared as the project progresses.

About National Commercial Bank Jamaica Limited

National Commercial Bank Jamaica Limited (NCBJ) is Jamaica's largest indigenous bank. With 20+ digital and full-service branches across the island, and the largest ABM fleet of over 300 machines, NCBJ is known as ‘the People’s Bank’ – serving Jamaicans from all walks of life. With roots dating back to 1837, NCBJ has since grown into a financial powerhouse across the region through its subsidiaries, NCB Capital Markets Limited (NCBCM) and NCB Insurance Agency & Fund Managers Limited (NCBIA). Designated as a Systemically Important Financial Institution (SIFI), NCBJ safeguards against economic instability by upholding rigorous operational protocols, surpassing regulatory benchmarks and international standards.

For further information, visit www.jncb.com

About RJRGLEANER Communications Group

Radio Jamaica Limited is the parent company of RJRGLEANER Communications Group, Jamaica's leading media entity with operations extending to the USA and UK. The group manages a diverse portfolio of brands and products across print, television, cable, radio, and online platforms. Its 50% owned subsidiary, Jamaica Holdings LLC, operates the Gustazos daily deals eCommerce platform in Jamaica.

About Go Beyond Group

Go Beyond Group is a fintech company and the owner of Gustazos.com. The group offers various successful products, serving nearly 1.6 million consumers through its platforms, including Gustazos Experiences, GustitosGo, Gustazos Marketplace, Gustazos Travel, and Guestserve.



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