



## **ADNOC DISTRIBUTION LAUNCHES ADNOC REWARDS, OFFERING ITS CUSTOMERS MORE BENEFITS THAN EVER**

*In line with Company's continuous efforts to focus on customers, ADNOC Rewards provides access to exclusive offers and benefits*

*First offer brings back popular 'Fuel Up and Fly Off' in partnership with Etihad Airways*

*Customers will continue to enjoy more exciting offers as ADNOC Rewards grows and evolves in the future*

**Abu Dhabi, United Arab Emirates, 28 November 2019** – ADNOC Distribution, the UAE's leading fuel and convenience retailer, today launched its new loyalty program ADNOC Rewards, the latest in a series of customer focused initiatives that the Company has introduced in the past few months to enhance the overall customer experience. The new ADNOC Rewards program will provide customers with access to special exclusive offers and benefits from ADNOC Distribution and in partnership with key entities to maximize benefit to its customers. The Program launches with the return of the popular *'Fuel Up and Fly Off'* offer, providing customers with the opportunity to win Business and Economy Class roundtrip tickets with Etihad Airways to any of its worldwide destinations.

The introduction of ADNOC Rewards is guided by significant customer feedback and will continue to grow as new benefits, offers and partnerships are launched to satisfy evolving customer needs. The program is also set to introduce a points-based rewards system in the future.

ADNOC Distribution has recently undertaken a number of strategic initiatives to enhance the overall customer experience aiming to deploy the latest digital innovations and unique personalized solutions to ensure the highest customer satisfaction. This includes utilizing latest technological solutions such as ADNOC Distribution's new Mobile Application with features like ADNOC Wallet, Mobile Pay, and now ADNOC Rewards among others.

Commenting on the launch, ADNOC Distribution Acting Chief Executive Officer Saeed Mubarak Al Rashdi said: "We highly value our customers, and we've actively engaged with over 14,000 of them through focus groups, workshops and surveys in recent months. This has helped us better understand their preferences and develop our unique loyalty program ADNOC Rewards, which will be the latest in a series of initiatives to enhance our customer experience."

"The first benefit through ADNOC Rewards will bring back our popular *'Fuel Up and Fly Off'* offer, which was very positively received by customers when trialed earlier this year. As we continue to expand our business and offerings in the coming months, more ADNOC Rewards benefits will be rolled out to our customers soon," added Al Rashdi.

Registering for ADNOC Rewards is free and easy and can be done through the ADNOC Distribution app and website, or by visiting any ADNOC Distribution service station. Customers who spend a minimum of AED 60 for fuel or AED 30 at our ADNOC convenience stores or for car service purchases will automatically be entered for the chance to win economy class roundtrip tickets to any Etihad Airways global destination. In addition, customers who pay using the ADNOC Wallet will qualify to win business class tickets, and those who purchase Super 98 fuel will be rewarded with an additional entry.

Under the first ADNOC Rewards *'Fuel Up and Fly Off'* offer, 14 winners will be chosen through a lucky draw to win a total of 28 roundtrip Etihad Airways tickets every week starting from 28 November 2019. During the Company's first *'Fuel Up and Fly Off'* offer, 336 tickets were awarded to 168 lucky winners, who jetted off to destinations such as London, Bangkok, Sydney, Beirut, Barcelona, Manila, India, Pakistan, Munich and New York.

Since listing on the Abu Dhabi Securities Exchange (ADX), ADNOC Distribution has deployed an ambitious growth and customer-centric business strategy that builds upon its success as the UAE's leading fuel and convenience retailer and only fuel retailer to service all seven Emirates.

Improving customer service and our customers' overall experience are, and will remain, the driving force behind ADNOC Distribution's business strategy. ADNOC Rewards will continue to introduce additional partners, increasing the range and variety of rewards and giving our customers even greater choice in their ADNOC Rewards selection over the coming months.

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#### **About ADNOC Distribution**

ADNOC Distribution, listed on the Abu Dhabi Securities Exchange (ADX) under the symbol "ADNOCDIST", is the leading fuel distributor and convenience store operator in the UAE. ADNOC Distribution operates 382 retail fuel stations, 248 ADNOC Oasis convenience stores and 16 Géant Express convenience stores as of 30 September 2019 and is the leading marketer and distributor of fuels to commercial, industrial and government customers throughout the UAE. ADNOC Distribution is the only fuel retailer operating in all seven emirates in the UAE, and in 2018 expanded its operations internationally, opening two service stations in the Kingdom of Saudi Arabia. To find out more, visit [www.adnocdistribution.ae](http://www.adnocdistribution.ae).