

Byblos Bank and the Batroun Merchants Association Launch “Double your Points in Batroun”

Byblos Bank Headquarters, Friday, 07 August 2015: Byblos Bank and the Batroun Merchants Association launched their new offer “Double your Points in Batroun”, in a ceremony held at the Bank’s headquarters in Ashrafieh. This offer allows Byblos Bank’s cardholders during August 2015 to use their debit or credit cards at one of the Bank’s merchant partners in Batroun to double their Points/Miles and redeem them for air tickets and valuable gifts.

“Double your Points in Batroun” is a special offer that falls within Byblos Bank’s Akram Program, Lebanon’s most generous card loyalty program. Through Akram Program, cardholders earn Points/Miles with every dollar or Lebanese pound they spend, and redeem their accumulated Points/Miles against a wide array of gifts, including travel vouchers to prime destinations. The Program offers added value to beneficiaries who are offered full ticketing services even during high season; additional travel insurance; and a 24/7 access to Byblos Bank Customer Service.

On the occasion, Mr. Gilbert Zouein, AGM and Head of Group Products, Segments and Marketing at Byblos Bank, said: ““Double your Points in Batroun” falls under our strategy to support Lebanese merchants, most especially in our cherished Batroun region and at this important time of the year.” He added: “Akram Program combines banking expertise and competitive offers. It earned the trust of the Lebanese consumer as it has allowed many to take maximum advantage on their purchases.”

Rock Attieh, Head of the Batroun Merchants Association, thanked Byblos Bank and said: “This unique and innovative offer represents a golden opportunity to enhance partnership relations and boost support for our region during the Batroun International Festivals 2015. This offer allows merchant partners, as well as visitors, tourists and residents, to take advantage of new economic opportunities and contribute to the process of local development.”

Byblos Bank has a proven track record of cooperation agreements. Its new offer with the Batroun Merchants Association falls within the context of its plans to build strategic partnerships and initiate competitive seasonal offers for its customers.

For more information, kindly contact:

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