

“Fly to Germany” this summer with Byblos Bank and Mastercard

Byblos Bank Headquarters, Ashrafieh – 18 August 2016: In collaboration with Mastercard, a leading technology company in the global payments industry, Byblos Bank has announced the launch of its new loyalty program offer, “Fly to Germany”. As part of the promotion, Mastercard cardholders can receive a travel ticket to Germany this summer when they redeem 25,000 Akram Program points/miles.

“We believe that Germany is the ideal destination for an amazing vacation this summer,” said Georges Fares, Head of Group Cards, Accounts and Bancassurance Products at Byblos Bank. “This unique offer, being run as part of the Akram Program, Byblos Bank’s card loyalty program, will allow our clients to take advantage of full ticketing services, additional travel insurance, and 24/7 access to our unparalleled customer service.”

“Travelling is a popular summertime activity and rewarding Mastercard cardholders with exciting benefits through collaborations like these make travel experiences for consumers even more memorable and enriching. Cardholders can now explore Germany with their families and friends, while continuing to earn more points using their Mastercard cards,” said Basel El Tell, Market Manager, Levant, Mastercard.

Akram Program is the most generous card loyalty program in Lebanon. It allows Byblos Bank’s cardholders to earn points/miles with every dollar or Lebanese pound they spend, and to redeem their accumulated points/miles for a wide array of rewards, including travel tickets to prime destinations, even during peak travel seasons. The program is regularly promoted through exciting travel offers to popular destinations around the world.

With the launch of “Fly to Germany”, Byblos Bank has once again reaffirmed its leading position in Lebanon’s banking landscape – demonstrating its extensive capabilities in offering competitive offers to its clientele.

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About Mastercard:

[Mastercard](#) (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world’s fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardMEA](#) and [@MastercardNews](#), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [MEA Engagement Bureau](#).

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