



Loyyal partners with MyList to increase e-gift card sales through blockchain efficiencies

New York, September 12, 2017 - Loyyal, the leading blockchain network for the loyalty and rewards industry, today announced it is working with MyList, the premier gift card and merchandise fulfillment provider in the MENA region.

Through this agreement, MyList's comprehensive network of e-gift cards will become available as a potential redemption option for any program operator who joins the Loyyal network.

"This is a relationship we are very excited about as it will provide extensive new options for program operators running nodes on the Loyyal network. Loyyal's program operators will now have access to e-gift card redemption options across 100's of retailers, merchants, and service providers in the MENA region. In addition to this, MyList benefits from increased sales volume, faster, cheaper and more securely than before because it is facilitated by Loyyal's blockchain technology." explained Greg Simon, Co-Founder and CEO, Loyyal.

"We think the new partnership with Loyyal is an ideal way to expand our sales of e-gift cards whilst adding real value to Loyyal's customer experience as well. There are a lot of companies in the loyalty space in the region now, but Loyyal brings a kind of professionalism and dynamic to the market that we can appreciate being a part of", says Julie Leblan, Founder and CEO of MyList Group.

Using blockchain to build a global network platform, Loyyal provides existing and new program operators with capabilities that will reduce operating costs through revolutionary efficiencies and increase revenues through dynamic and personalized redemption options. Through this relationship, MyList will target increased revenue on e-gift card sales volumes and increased profit margins from the blockchain efficiency.

About MyList

MyList is the market leader in the MENA region offering comprehensive gift and reward fulfillment services, with both gift cards and merchandise from over 100 tier one retailers throughout the region. After initially pioneering the online gift registry business in the region, MyList has expanded into the employee reward, sales incentive and loyalty programme fulfillment markets.

For information about MyList, please visit www.mylist.ae or email to contact@mylist.ae.

Media inquiries may be directed by email to pauline.ansari@mylist.ae

About Loyyal

Loyyal is reinventing how loyalty is created and rewarded. Using blockchain and smart contract technology, Loyyal has built an interoperable loyalty and rewards platform to address a highly fragmented industry, and offer multiple industries an innovative way to incentivize customer behavior.

For information about Loyyal, please visit www.loyyal.com or email to info@loyyal.com.

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