

## IAG Loyalty launches new bank partnership with Santander and Iberia to award Santander One account holders with Avios

IAG Loyalty today announces the latest Avios currency partnership, launched in association with Iberia and Santander. From November 5<sup>th</sup> 2020, Iberia Plus members who hold a Santander One Account can earn Avios on a wide range of banking products. The more they engage with Santander, the more benefits they receive, including more Avios.

The partnership gives Iberia Plus members access to a wide range of choice benefits across their Santander banking relationship including insurance, credit and debit cards and other Santander products.

Adam Daniels, CEO of IAG Loyalty said *"We are delighted with the Santander relationship and will continue to develop more wide-ranging partnerships including large 'whole of bank' agreements as they are so important for our customers to get the most out of their membership"*

This is just the first in an exciting pipeline of new and innovative partnerships that IAG Loyalty will be launching in 2020 and 2021. Customers continue to collect Avios in growing numbers, with over 1,000 brands and companies offering Avios. When spending Avios, customers continue to choose from numerous flight and other travel reward options.

IAG Loyalty is part of the IAG group and manages the British Airways, Iberia, Vueling and Aer Lingus loyalty programs; IAG Loyalty offers airlines and partners a variety of loyalty and currency solutions to acquire, manage and engage their customers and members