PRESS RELEASE
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LUKOIL'S LOYALTY PROGRAM NAMED BEST IN RUSSIAN MARKET

LUKOIL's*Fill up with Profit* loyalty program for clients of its filling stations is declared best in Russian market by the annual national contest *Loyalty Awards Russia 2021*.

LUKOIL's filling station network competed with other projects, which had scored the highest and had been included into the shortlist, and came first in three categories. The *Fill up with Profit* loyalty program received the Grand Prix and won the first prize in the *Best Filling Stations Network Loyalty Program* category. The LUKOIL-Tinkoff card, which allows customers to get more loyalty points for any purchases, took the premier place in the *Best Co-branded Card* category.

In 2021, 174 projects by 89 Russian companies took part in the contest, representing various industries: oil and gas, banking, transport, retail etc.

LUKOIL's loyalty program provides customers with opportunities to save on fuel, earn points and spend them to buy fuel and other goods at the filling stations, additional benefits at LUKOIL and its partners, as well as 24/7 information support.

LUKOIL had earlier ranked first among filling stations networks in the national consumer election *Retailer of the Year Russia 2020*. It took place as a part of the international *Retailer of the Year* awards, the largest customer election organized in 11 European countries since 2003.

Information:
The Loyalty Awards was established to identify the best loyalty marketing professionals. Every year, internationally renowned companies present their projects at national contests in the USA, the UK, Russia, the UAE, and India. Loyalty Awards Russia was first organized in 2014 by RuMarTech community of marketing professionals.

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