



RELEVANT INFORMATION

Banco de Bogotá informs on loyalty program from the Aval Banks: TUPLUS

With the purpose of strengthening the loyalty program from the Aval Banks (AV Villas, Bogotá, Occidente and Popular) *tuplus* is born: the Loyalty Program that promises "more than points". By consolidating accumulated points from the Aval Banks, *tuplus* offers exclusive benefits to its cardholders.

Benefits and differences vs. other loyalty programs and platforms

- You can begin to redeem points in exchange for travel, starting from 2.500 points. In other programs if you do not have the minimum mileage required for the specific route, the ticket cannot be purchased. In *tuplus* you can purchase it with points, points and cash or cash.
- On national flights there is the option of travelling by one airline and returning on another, which could reduce the airfare cost.
- Service from the Aviator system will be available at Colombian airports.
- Tickets are redeemable on buses.
- Competitive travel rates.
- Taxes and airport charges on tourism programs can be paid with points,
- You can redeem points, starting from 5.000 points, by transferring them in cash to a savings or current account or using them for credit card payment.
- Custom made experiences for different customer segments.

TRAVEL

Plans to national and international destinations that range from bus tickets to tourism plans in over 80 destinations around the world, access to more than 50 airlines, 4.000 estates in Colombia and abroad, and more than 800 vacation plans. *tuplus* also allows point redemption in "Lifemiles".

ACCOUNT DEPOSIT

It's the first time that this service known as *cashback*, is implemented as a benefit on a loyalty platform. You can redeem from 5.000 points, by transferring them in cash to a savings or current account, which will be reflected on line (instantly). Points can also be used for credit card payment, immediately freeing up used limit.

Alliances

There will be special discounts and benefits in more than 100 allied stores by paying with credit and debit cards issued by Aval Banks. This is a big bet on loyalty with the support

of important names within different categories such as Cencosud, Teatro Nacional, Delirio, Grand Hyatt, Hoteles Estelar, Cervecería BBC, Grupo Alcea, with brands such as Starbucks, Sport Life, GMO and Body Brite.

This is how your tuplús works

You only need to have a credit card issued by any of the Aval Banks¹ and to register at www.tuplus.com.co with the same username and password used at the digital branches and/or mobile banking². Automatically, accumulated points at any of the Banks will be integrated and available to enjoy tuplús' benefits.

tuplús is a product of Grupo Aval and ATH (A Toda Hora S.A), with the support of Oracle and the technology and operation teams at each of the companies.

A Program for everyone

In order for "tuplús" ' advantages to be used to the fullest by all cardholders, proposals and experiences have been designed for different interest groups. The platform allows for redemption benefits to be accessed from 2.500 onwards, for travel.

¿What's next?

"tuplús" will be enhanced by integrating itself with loyalty programs from companies related to Grupo Aval: Hoteles Estelar, Grand Hyatt, Porvenir, Fácil Pass, Casa Editorial El Tiempo, Promigas.

Furthermore the platform #ExperienciasAval will be strengthened. This has been Grupo Aval's flagship to provide cardholders, benefits for the main events and shows that come to our country.

¹ Not available for co-branded cards.

² If you do not have these username and password, they must be requested at the bank with which you wish to register.