



## Alliance Data Improves Customer Experience With Reissue Of Victoria's Secret Credit Card, Providing New Digital Payment Features And Added Security

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-- Now processed by Mastercard®, the private label program is the first of its kind from Alliance Data that can be provisioned to Apple Pay®, bolstering cardmember security and convenience through contactless mobile payments  
-- Enhanced Victoria's Secret Credit Card offers cardmembers market-leading private label security features such as chip technology and security code

COLUMBUS, Ohio, Feb. 25, 2021 /PRNewswire/ -- [Alliance Data Systems Corporation](#) (NYSE: ADS), a leading provider of data-driven marketing, loyalty and payment solutions, today announced its [Card Services](#) business, a provider of market-leading payment products and digital solutions, including [Bread](#)® and Comenity-branded financial services, has partnered with leading specialty retailer and long-time brand partner [Victoria's Secret](#) (NYSE: LB) to reissue an enhanced private label credit card for its cardmembers. With a new look and market-leading digital payment features, the [Victoria's Secret Credit Card](#) now allows cardmembers to make contactless mobile payments using Apple Pay®, while also providing one of the most secure and convenient private label shopping experiences on the market.



A business of L Brands, Inc., Columbus, Ohio based Victoria's Secret is the leading specialty retailer of bras, panties, lingerie, pajamas and beauty products. With nearly 1,400 stores worldwide and a robust e-commerce platform, Victoria's Secret customers can shop the brand anywhere and anytime.

Cardmembers can use their Victoria's Secret Credit Card with Apple Pay for an easy, secure and private way to pay and can make purchases with their iPhone® or Apple Watch® for a seamless checkout experience. Cardmembers also have the benefit of always having their card readily available, and with a simple tap, can make contactless, secure purchases in store and earn rewards at Victoria's Secret.

"The all-new Victoria's Secret Credit Card builds on the existing rewards and benefits that cardmembers already know and love by providing a best-in-class private label experience through innovative digital features increasingly used and preferred by the brand's customers," said Val Greer, EVP and chief commercial officer, Alliance Data Card Services. "The new card not only gives shoppers convenient digital payment options and added security, but also drives brand engagement and customer loyalty through meaningful rewards and benefits like perks of the month, anniversary gifts and birthday celebrations. We are excited to partner with Victoria's Secret to deliver a truly comprehensive payment and customer rewards solution for its millions of valued cardmembers."

Processed by Mastercard, the enhanced Victoria's Secret Credit Card includes digital wallet capabilities as well as the added security of chip technology, expiration date and a CVV—features not often found with a private label credit card. The new card also offers cardmembers transaction alerts and card controls for added peace of mind.

"Today's consumer is seeking enhanced feature functionalities from their card offerings that provide them touchless payment options while also delivering best-in-class security," said John Levitsky, EVP Account Management in North America for Mastercard. "We are proud to partner with Alliance Data and Victoria's Secret to ensure cardholders have access to these benefits through their private label card."

### **About Alliance Data**

[Alliance Data](#)® (NYSE: ADS) is a leading provider of data-driven marketing, loyalty and payment solutions serving large, consumer-based industries. The Company creates and deploys customized solutions that measurably change consumer behavior while driving business growth and profitability for some of today's most recognizable brands. Alliance Data helps its partners create and increase customer loyalty across multiple touch points using traditional, digital, mobile and emerging technologies. A FORTUNE 500 and S&P MidCap 400 company headquartered in Columbus, Ohio, Alliance Data consists of businesses that together employ nearly 8,000 associates at 45 locations worldwide.

[Alliance Data's Card Services](#) business is a comprehensive provider of market-leading private label, co-brand, general purpose and business credit card programs, digital payments, including [Bread](#)<sup>®</sup>, and Comenity-branded financial services. [LoyaltyOne](#)<sup>®</sup> owns and operates the [AIR MILES](#)<sup>®</sup> Reward Program, Canada's most recognized loyalty program, and Netherlands-based [BrandLoyalty](#), a global provider of tailor-made loyalty programs for grocers. More information about Alliance Data can be found at [www.AllianceData.com](http://www.AllianceData.com).

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#### **About Victoria's Secret**

Victoria's Secret is the leading specialty retailer of [bras](#), [panties](#), [lingerie](#), pajamas and beauty products with prestige fragrances and body care. A business of L Brands, Inc. (NYSE: [LB](#)), Victoria's Secret serves customers at nearly 1,400 Victoria's Secret Lingerie and Beauty stores around the globe and online at [www.VictoriasSecret.com](http://www.VictoriasSecret.com), enabling them to shop the brand anywhere and anytime.

#### **About Mastercard**

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

[www.mastercard.com](http://www.mastercard.com)

#### **Forward Looking Statements**

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements give our expectations or forecasts of future events and can generally be identified by the use of words such as "believe," "expect," "anticipate," "estimate," "intend," "project," "plan," "likely," "may," "should" or other words or phrases of similar import. Similarly, statements that describe our business strategy, outlook, objectives, plans, intentions or goals also are forward-looking statements. Examples of forward-looking statements include, but are not limited to, statements we make regarding, and the guidance we give with respect to, our anticipated operating or financial results, initiation or completion of strategic initiatives, future dividend declarations, and future economic conditions, including, but not limited to, fluctuation in currency exchange rates, market conditions and COVID-19 impacts related to relief measures for impacted borrowers and depositors, labor shortages due to quarantine, reduction in demand from clients, supply chain disruption for our reward suppliers and disruptions in the airline or travel industries.

We believe that our expectations are based on reasonable assumptions. Forward-looking statements, however, are subject to a number of risks and uncertainties that could cause actual results to differ materially from the projections, anticipated results or other expectations expressed in this presentation, and no assurances can be given that our expectations will prove to have been correct. These risks and uncertainties include, but are not limited to, factors set forth in the Risk Factors section in our Annual Report on Form 10-K for the most recently ended fiscal year, which may be updated in Item 1A of, or elsewhere in, our Quarterly Reports on Form 10-Q filed for periods subsequent to such Form 10-K. Our forward-looking statements speak only as of the date made, and we undertake no obligation, other than as required by applicable law, to update or revise any forward-looking statements, whether as a result of new information, subsequent events, anticipated or unanticipated circumstances or otherwise.

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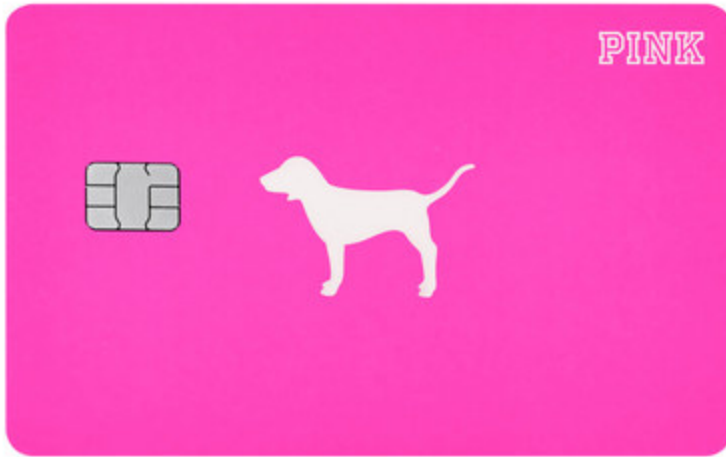
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