



Press release

Brussels, 9 September 2025, 9h00

You can now do more with Kate Coins: more benefits and more experiences

KBC is giving the Kate Coins benefits programme a significant upgrade. Starting this week, it will be even easier for KBC customers¹ to earn and use Kate Coins (KTC). The process is automatic, convenient and offers an even wider array of benefits. These include cashbacks, discounts and unique experiences, both at KBC and at partners such as Colruyt, Kinopolis, HelloFresh, Telenet, Inno, Amazon, Pizza Hut, Just Russel, Q-Park and Bofrost.

While Kate Coins used to be tied to one brand or service, they are now flexible. Customers can earn Kate Coins from one partner and use them at another, increasing their freedom of choice. Kate Coins tie brands and experiences together, and are evolving from a rewards scheme into a fully fledged programme of benefits that creates value across domains such as retail, mobility, hospitality and leisure.

How to earn and use Kate Coins

For any ongoing promotion at both KBC and our partners, you automatically² earn Kate Coins. This doesn't simply provide points that expire, but real value. Using your Kate Coins wisely allows them to often be worth more than one euro. For example, you can enjoy exclusive deals that mean your 10 Kate Coins are suddenly worth 15 euros. This allows an ordinary purchase to offer an additional reward.

Each Kate Coin can then be exchanged for:

- o Discounts at KBC, Bolero or partners
- o Attendance at events
- o Donations to De Warmste Week

If you don't find anything you like within the wide range on offer, your Kate Coins will be automatically paid into your account at the end of the year.

KBC's digital assistant Kate also helps you with your Kate Coins, recognising relevant transactions and managing the Kate Coins themselves. In recent years, Kate has helped an increasing number of KBC

¹ Customers of KBC, KBC Brussels and CBC

² Unless otherwise stated in the specific terms and conditions of a Kate Coins promotion. If you want to earn Kate Coins, use the KBC Mobile app and opt for 'Personalised' in your commercial settings. If you want to use Kate Coins, you also need a current account with KBC or CBC.

customers save time and money. Since the launch of Kate Coins in January 2023, over 257 000 KBC Mobile customers have now saved a combined 1.7 million euros using them. Kate had over 73 million interactions with KBC customers so far.

KBC will continue gradually expanding Kate Coins in the future to include more partners and more benefits.

Partners strengthen the ecosystem

Karen Van De Woestyne, General Manager Group Ecospheres at KBC:

'By collaborating with relevant partners, we're building an ecosystem focused on saving time, offering discounts and providing meaningful experiences. Each Kate Coin serves as recognition of the interaction between the customer, KBC and our partners. Not only are we the first to do this in Belgium, we're also doing it with the best banking app in the world.'

Dieter Nieuwdorp, Chief Commercial Officer, Residential and SOHO at Telenet Group:

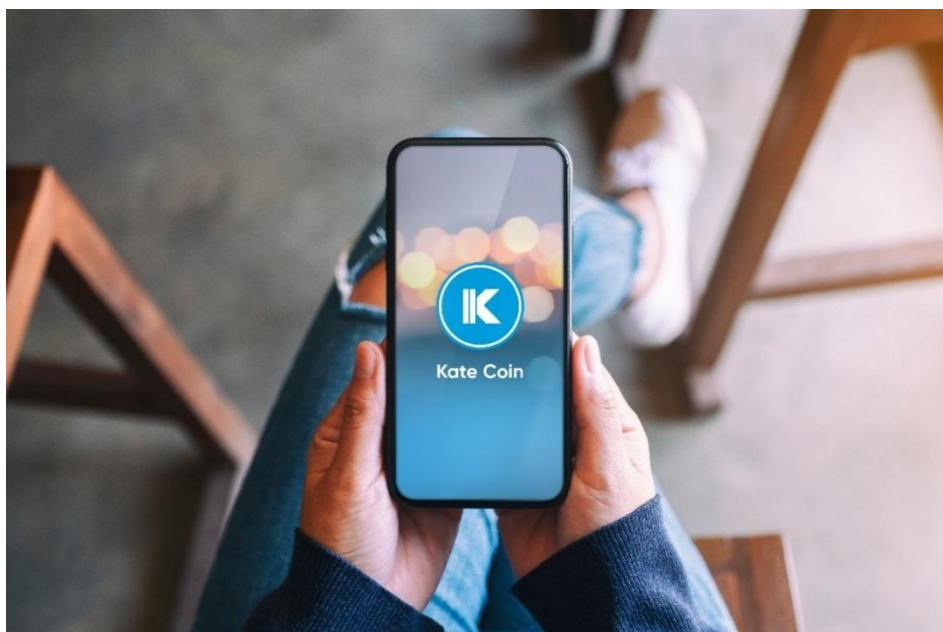
'At Telenet, we believe in partnerships that really help our customers. Together with a strong brand like KBC, we make people's lives easier by offering a seamless digital experience. Thanks to Kate Coins, which customers can readily use in their daily lives, we're able to show how such a partnership can provide very tangible benefits.'

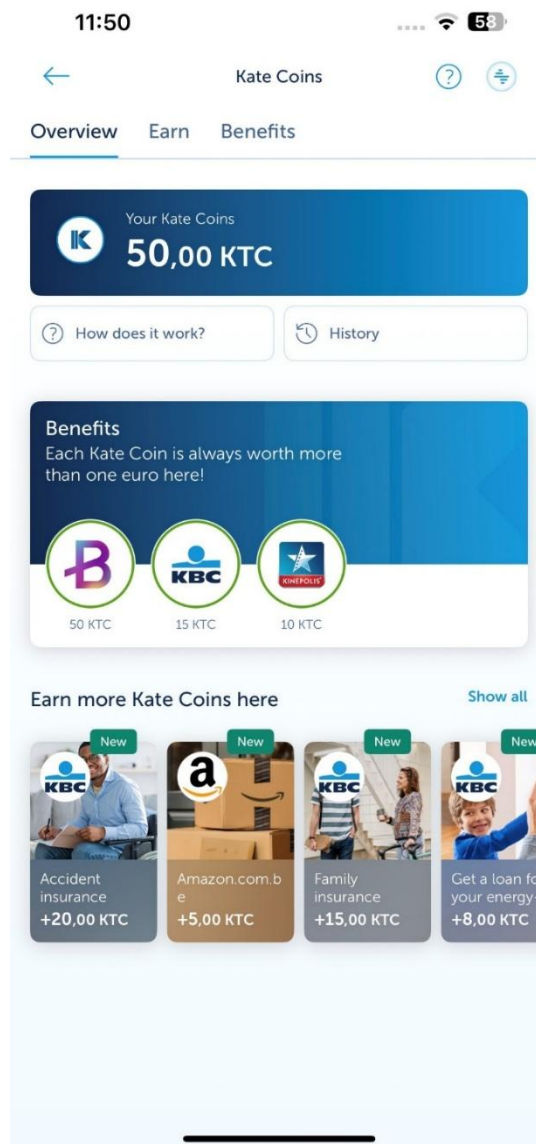
Tamta Mamistvalovi, Head of Marketing Colruyt:

'After a successful initial collaboration when Kate Coins were launched, we're pleased to continue our partnership with KBC. We find it important to use digital channels such as KBC Mobile to help consumers discover Colruyt's lowest prices and introduce them to our wide range of products.'

Frederik Delaplace, managing director VRT:

'I am delighted that KBC has chosen to be the exclusive lead partner of De Warmste Week for the sixth year in a row. This year, they're giving the campaign an extra boost: KBC customers are not only able to use the KBC Mobile app to make a donation, they can also donate their Kate Coins. A small gesture that makes a big difference for all those suffering from invisible illnesses. We're already looking forward to combining our efforts!'





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