



Press release

Brussels, 9 September 2025, 9h00

You can now do more with Kate Coins: more benefit, more experience

KBC is giving the Kate Coins benefits programme a solid upgrade. From this week, KBC customers¹ will be able to earn and use Kate Coins (KTC) even easier - automatically, conveniently and with an even wider offer. Think 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.

Whereas 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 every ongoing promotion, both at KBC and our partners, you automatically² earn Kate Coins. This way, you don't save points that expire, but get real value. If you use your Kate Coins wisely, they are often worth more than 1 euro. Think of exclusive deals where your 10 Kate Coins are suddenly worth 15 euros. That way, an ordinary purchase becomes an extra reward.

Each Kate Coin can then be exchanged for:

- o Discounts at KBC, Bolero or partners
- o Participation in events
- o Donation to De Warmste Week

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

Kate, KBC's digital assistant, helps you with your Kate Coins: from recognising relevant transactions to managing Kate Coins. In recent years, Kate has helped an increasing number of KBC 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.

¹ Customers of KBC, KBC Brussels and CBC

² Unless otherwise stated in the specific terms and conditions of a Kate Coins promotion

Want to earn Kate Coins? Use the app KBC Mobile and opt for 'Personalised' commercial offers.

Use Kate Coins? Then you also need a current account with KBC or CBC.

KBC will continue to expand the Kate Coins programme step by step in the future - with 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.'

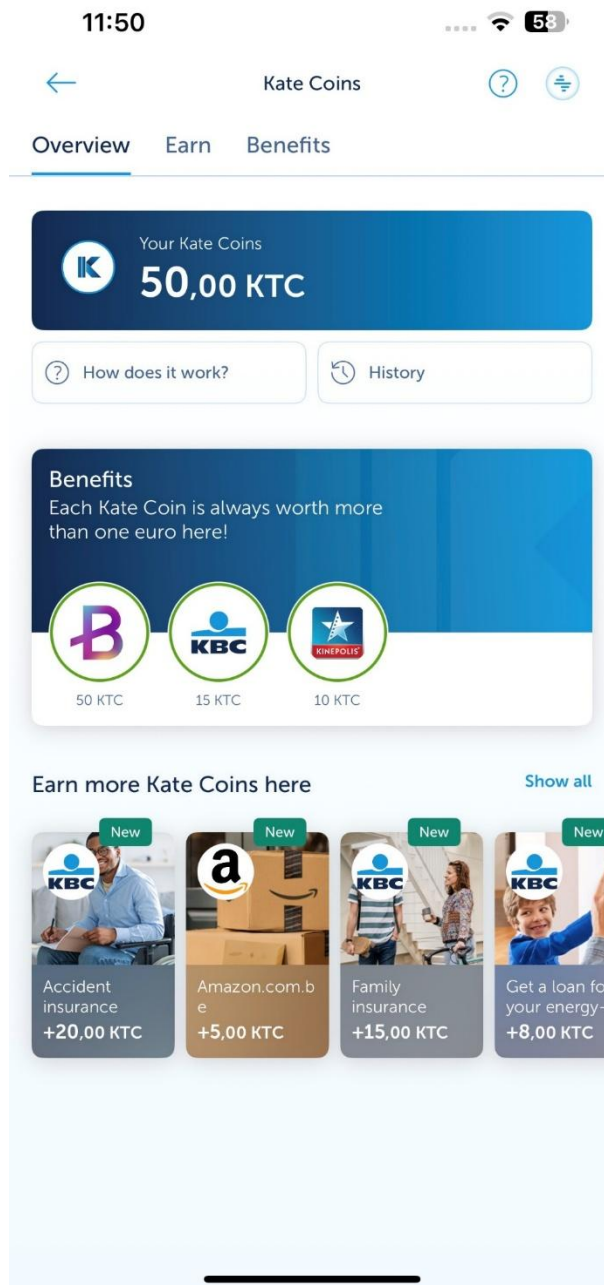
Tamta Mamistvalovi, Head of Marketing Colruyt:

'After a successful first collaboration around the launch of Kate Coins, we consciously choose to continue this collaboration with KBC. We find it important to also connect consumers with Colruyt's lowest prices through digital channels, such as KBC Mobile, and introduce them to our wide range of products.'

Frederik Delaplace, managing director VRT:

'I am delighted that KBC has committed to be the exclusive lead partner of The Warmest Week for the sixth year in a row. This year, they are giving the action an extra push: in the app KBC Mobile, KBC customers can not only make a donation, they can also donate their Kate Coins. A small gesture that makes a big difference for everyone who is invisibly ill. We are already looking forward to working on this together!'





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