

PRESTIGE

For Private Circulation Only

August Issue 2025

CORPORATE MAGAZINE

Enterprise SRI LANKA *FIRST*

In Support of
Sri Lankan Businesses in the UAE

CH17 Loyalty proudly introduces a transformational digital platform for Sri Lankan owned SME businesses in Dubai, Sharjah & Abu Dhabi

Discover the full story and program benefits inside.....

CH17 Privilege Black

The Perfect Business Gift



Privilege Black is an exceptional way to express gratitude and build stronger business relationships. Designed as a discreet and thoughtful token of appreciation, it allows you to reward client representatives for their valuable contributions to your business.

The CH17 Privilege Black Card is not just any loyalty card, it represents an elite membership that distinguishes its holders. This card is designed specifically for top-tier executives, entrepreneurs and professionals who seek high-end services and exclusive benefits. Providing this card to valued clients or employees signifies appreciation and respect while reinforcing a sense of prestige.

With CH17's seamless support, the rewards points associated with Privilege Black can be effortlessly converted into monetary value, ensuring a hassle-free experience for both you and the recipient. This unique gift reflects your professionalism and commitment to fostering meaningful partnerships.

Sri Lanka Business Council UAE Chairman meets CH17 Loyalty CEO

- Discussed plans for the introduction of a smart multi-facility Privilege Program for the Council Membership



Mr. Swaminathan in conversation with Jumar Preena at Cinnamon Grand Colombo (June 15 2025)

Sri Lanka Business Council UAE Chairman meets CH17 Loyalty CEO. Discuss plans for the introduction of a smart multi-facility Privilege Program for the Council Membership.

Mr. Suren Swaminathan, Chairman of the Sri Lanka Business Council (SLBC) UAE – Dubai & Northern Emirates, who was on a brief visit to Colombo, met with Mr. Jumar Preena, Founder and CEO of CH17 Loyalty in Colombo recently. The meeting centered around strategic collaboration to implement a multi - facility membership privilege program exclusively for the Business Council

membership. During the meeting, Mr. Preena also outlined CH17's intention to launch the first-ever dual-country rewards and privilege program tailored for the Sri Lankan expatriate community in the UAE. The initiative will be a milestone in cross - border loyalty management and is envisioned to serve two key objectives:

This collaborative initiative positions CH17 Loyalty as a pioneer in facilitating borderless loyalty solutions while reinforcing SLBC's role in empowering Sri Lankan businesses in the UAE through digital transformation.

Pioneers & Visionaries

“ Meeting Mr. Suren Swaminathan, Chairman of the Sri Lanka Business Council UAE, was akin to encountering a lion in the desert of Arabia rare, majestic, and commanding respect. A visionary leader with a bold presence, Mr. Swaminathan exudes both wisdom and strength.

Our conversation was not just an exchange of ideas but a powerful reaffirmation of the potential within the Sri Lankan business diaspora in the Middle East. His passion for progress and fearless pursuit of excellence left a lasting impression on me.”

Jumar Preena
CEO CH17 Loyalty



A DECADE OF LOYALTY STEADFAST IN PARTNERSHIP

A decade of collaboration, trust, and shared vision now entering a new chapter of regional expansion.



What began as a visionary alliance between CH17 Loyalty and Brand under Hameedia Group Envoy London, Sri Lanka's leading name in corporate menswear, has grown into a formidable partnership defined by mutual respect and a commitment to excellence.

For over ten years, CH17 has powered Envoy's loyalty journey with innovative customer engagement and exclusive privilege programs. Today, we reaffirm our unwavering partnership — steadfast in Sri Lanka and now strategically aligned to penetrate new markets, beginning with the UAE.

This renewed collaboration aims to deliver greater value to our loyal clientele, expand brand presence, and set new benchmarks in customer loyalty.



(L - R) Ms. Nadeesha Harshani Asst Manager CRM Loyalty & Marketing Mr. Kasun Weerasinghe Head of Marketing Mr. Jumar Preena CEO/Director CH17 Loyalty & Miss Tharaka Samarakoon Asst General Manager CH17 Loyalty
Venue: ITC Rathnadipa | July 23rd 2025

Forging loyalty. Elevating brands. Together – we go further.

PARTNER WITH CH17 LOYALTY

ELEVATE YOUR BUSINESS WITH TARGETED PROMOTIONS & DIGITAL ENGAGEMENT

Sri Lanka's most trusted name in the Rewards Loyalty Management invites selected businesses to be part of our exclusive focused - group loyalty campaigns designed to deliver real results and repeat

WE'RE CALLING ON:

- ✓ Cafeterias, Restaurants & Hotels
- ✓ Men's, Women's & Children's Clothing Stores
- ✓ Wellness Clinics, Salons & Fitness Centres
- ✓ Hospitality & Leisure Services
- ✓ Cinemas & Entertainment Venues
- ✓ Inbound & Outbound Travel Services



CH17 CONTRIBUTIONS TO DRIVE YOUR GROWTH

- ✓ 4x Flash Deal Campaigns / Year
- ✓ 2x Cashback Discount Promotions
- ✓ 6x Thematic Discount Events



JOIN NOW - LET'S GROW TOGETHER

Over a Decade+ of Loyalty & Innovation

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POWERED BY
CH17
LOYALTY

CALLING ALL RETAILERS IN DUBAI

ONBOARD YOUR BUSINESS IN A CUSTOMER LOYALTY PROGRAM

Enterprise
SRI LANKA **FIRST**

- Create your own account
- Upload product images
- Location
- manage own dashboard
- Monitor customer growth



**ZERO SUBSCRIPTION FEES NO
STARTUP COST ZERO COMMISSIONS**

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CH17
LOYALTY

GET YOUR WaaW Privilege CARD

ENJOY EVERYDAY UNLIMITED BENEFITS

from our premium network of partner merchants in both Dubai and Sri Lanka. Whether you're shopping, dining, or exploring lifestyle experiences, enjoy exclusive privileges designed to enhance your daily moments - only with our trusted network.

Exclusively Crafted for
Corporates, Clubs,
Professional Associations
& Schools OBA Alumni

Contact us for total customised
management solutions at
NO ADDITIONAL COST



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WaaW Privilege Membership

Connecting Aspirations with Rewards - Across Borders, Across Lifestyles.

In a world that thrives on connections, privileges, and experiences that transcend the ordinary, WaaW Privilege emerges as a transformative loyalty solution, thoughtfully curated for individuals and organizations that appreciate the true value of affiliation, recognition, and seamless access to lifestyle-enhancing benefits. Whether you're a high-achieving entrepreneur, a professional on the move, or a respected alumni group shaping the next generation, WaaW offers a tiered rewards structure that reflects your journey, complements your ambitions, and delivers tailored value not just in one country, but across both Sri Lanka and the United Arab Emirates.

Choose Your Privilege Tier

Thoughtfully created plans tailored to match your needs and aspirations.



WaaW Black

AED 35 per year

For Clubs, Alumni Bodies, and Social Communities

This plan is for the collective; ideal for professional groups, networks and associations require structured digital access for their members. The Black tier provides a efficient management solution backed by a powerful digital platform enabling group administrators to manage, engage and reward members effortlessly while cultivating unity and long-term loyalty.



WaaW Blue

AED 50 per year

For Smart Professionals and Emerging Entrepreneurs

If you're a rising star in your field or a determined business owner seeking lifestyle flexibility with corporate value, the Blue card bridges your professional and personal lives seamlessly. It unlocks practical rewards for everyday spending and curated privileges for travel, wellness, fashion, dining, and entertainment — empowering you to live smarter, spend better, and stand out.



WaaW Gold

AED 75 per year

For High-Net-Worth Individuals Seeking Distinction

The Gold membership goes beyond reward points; it is a declaration of status and elegance. Designed for those who value exclusivity and bespoke treatment — in both the UAE and Sri Lanka — it brings a world of cross-border benefits, elite merchant access, high-value cashback deals, and handpicked lifestyle upgrades. It's not just a card; it's your passport to curated living.

CH17 and The Expertin Collaborate to Elevate CRM and Loyalty Solutions in Sri Lanka



Mr. Mohan Perera Co-founder/Director, Mr. Mahesh Gamage Co-founder/Director of The Expertin Pvt Ltd & Mr. Jumar Preena CEO of CH17 Loyalty

Colombo, 24th July 2025 — CH17 and The Expertin have formalized a strategic partnership to enhance customer relationship management (CRM) and loyalty solutions across a broad range of industries in Sri Lanka. This collaboration brings together two specialized entities with distinct yet complementary expertise in loyalty technology, marketing, business strategy, and digital transformation.

Ever since 2013, CH17 has developed into a recognized leader in loyalty management systems. The company's platform integrates seamlessly with a variety of third-party technologies, including point-of-sale systems, CRM platforms, email marketing tools, and SMS gateways. This enables businesses to deliver consistent, data-driven experiences while gaining a

comprehensive understanding of customer behaviour.

At the core of CH17's offering are advanced features such as gamified rewards, personalized messaging, and targeted promotions. These tools are designed to help companies retain customers and boost engagement. The platform is flexible and scalable, making it suitable for a wide spectrum of customer segments and business models. It ensures a smooth experience for both administrators and end users.

The Expertin adds value to this collaboration through its strong foundation in business transformation. The company operates across four main verticals: Strategic Realignment, Knowledge Management, Integrated Marketing and Technological Integrations. Its services are aimed at

helping businesses align operations with strategic goals, enhance workforce capabilities for sustainable growth.

By combining CH17's advanced loyalty technology with The Expertin's expertise in strategic planning and business enablement, the partnership is set to deliver end-to-end solutions that go beyond traditional CRM. This collaboration empowers businesses to implement impactful, results-driven loyalty programs that not only reward customers but also contribute to sustained business growth.

The initiative is set to benefit a wide range of sectors including retail, hospitality, financial services, and more - offering them the tools and guidance needed to create stronger, data-driven connections with their customers.

For further information or partnership opportunities, please contact: The Expertin – reachus@theexpertin.com / CH17 – info@ch17.lk



BILL UP TO \$24	BILL OVER \$24	BILL EXCEEDING \$100	BILL OVER \$400
5%	10%	10%	15%
ALL COUNTRY AIRWAYS		SPECIAL OFFER FOR DUBAI AIRWAYS	

More details

www.ch17.lk | info@ch17.lk

070 31 66 211

CH17
LOYALTY

www.oneworld.com.sg | edf@oneworld.com.sg

070 31 66 211

OneWorld
Duty Free
HONG KONG

One Duty Free at The Mall Port City Colombo has signed up with CH17 for special discounts on all non promotional items



BUY 1 & GET
20% OFF

GUYLIAN TEMPTATIONS MIX
IMPULSE PACK 1240



**CASH DISCOUNT
UPTO \$5**

Attention CH17 Cardholders Upload your Guylian TEMPTATIONS ASSORTMENT purchase bill and claim a refund upto USD5.

Go to "Bill Uploads" in your Loyalty App click to upload. Or WhatsApp the bill to +94 715 2727 22.

Terms and Conditions Apply

This promotion is conducted by your Rewards and loyalty company CH17 and does not have any direct reference to the 20% Off offered by One Duty Free

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CH17
LOYALTY



**BUY 2 &
SAVE \$10**



T & C Apply

**ENJOY ADDITIONAL
CASHBACK OF**

\$5

Equivalent in LKR



Upload bill through
CH17 MOBILE APP or
WhatsApp to 871 52 72 722



**BUY ANY 1 & GET
25% OFF**



CH17 cardholders can enjoy upto US\$5 cashback for this promotion. Upload your bill through the LOYALTY APP OR WhatsApp to 0715 272722

Note: CH17 cashback offer is a special arrangement made by CH17 to its cardholders, and is independent of the ODF promotion

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CH17
LOYALTY

DEEPLER



3 CARD TIERS TO SUCCEED ANY AGE LIFESTYLE:

CLASSIC

Year round upfront
cash Discounts from
x1 Supermarket

- Household goods
- Clothing & Footwear
- Hospitals & Pharmacies
- Automotive products & Services



Rs. 500

PRESTIGE

Year round upfront
cash Discounts from
x1 Supermarket

- Household goods
- Clothing & Footwear
- Hospitals & Pharmacies
- Automotive products & Services



Rs. 1500

PLATINUM

Year round upfront
cash Discounts from
x1 Supermarket

- Household goods
- Clothing & Footwear
- Hospitals & Pharmacies
- Automotive products & Services



Rs. 2500

Annual Subscription

Please request for details of partner merchant offers applicable at the time of signing E-wallet and a digital account is included.

BOLD RETRO FASHION

They dared. We delivered the engine to drive it.

Wherever fashion dares to go,
CH17 is behind the scenes
powering ideas, enabling
bold visions and connecting
creators with communities.

Connecting Brands.
Empowering Businesses.



CH17
LOYALTY