

PRESTIGE

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CORPORATE MAGAZINE

AZIZI SEES POTENTIAL IN THE SRI LANKAN INVESTMENT MARKET

**CH17 Prestige Cardholders Enjoy
Preferential Pricing on Azizi
Properties Dubai**

See full story inside....




FINWIN
GROUP

 AZIZI

CH17
LOYALTY

When You Are the One and Only, Success Finds You

At CH17 Loyalty, we do not follow paths laid by others - we forge new ones with boldness, foresight, and an unwavering commitment to excellence.



Over the past 13 years, we have pioneered loyalty and rewards management in Sri Lanka, transforming client engagement across dynamic sectors.

Our unique strength lies in targeting closed and well-defined groups - both demographically and firmographically — ensuring our solutions are precise, impactful, and transformative.

Our proprietary platforms and our innovative brand identity, continue to deliver privileges, savings, and rewards to our customers.

Every move we make reflects a clients-first attitude, a spirit of innovation, and a standard of excellence that leaves no footprints for competition to follow.

This is not just a success story. This is the story of leadership that redefines an industry.

CH17
LOYALTY

WHERE THE CITY COMES TO UNWIND



Chill Colombo is changing the rhythm of the city's nightlife and doing it in unmistakable style. Just minutes from Galle Road, this sleek, inviting space has quickly become Colombo's most talked-about destination, currently ranked No. 1 for Nightlife in Colombo on TripAdvisor. Brought to life by the creators of Chill Ella, the Ella gem ranked No. 2 in the world on TripAdvisor, this urban take blends signature quality and relaxed sophistication into a space that feels both polished and welcoming.

The menu celebrates global inspiration with local soul. From handcrafted pastas to modern Sri Lankan favourites, every dish is made with seasonal, high-quality ingredients. The bar is equally considered, serving signature cocktails, premium pours, and a smart wine list that elevates every sip. As the sun sets, the energy shifts. Live acts like Cold Sweat, Redemption, Magic Box, Dreaming of Saturn, Funk Island, and Pop Culture bring Fridays and Saturdays to life, striking just the right balance between relaxed and electric.

Chill Colombo keeps the momentum going throughout the week with a range of exciting offers. From Sunday to Thursday between 12 PM and 4 PM, guests can enjoy buy-one-get-one-free deals on cocktails and beer. On Fridays and Saturdays from 7 PM to 9 PM, ladies can take advantage of a special buy-one-get-one offer on cocktails. Additionally, from Monday to Thursday between 11 AM and 4 PM, office-goers can enjoy a 10% discount by presenting their office ID.

Whether you're out with friends or planning something more private, Chill sets the perfect scene with curated menus, vibrant vibes, and seamless service to make every moment unforgettable.

Now open daily at **Port City Colombo**

Call +94 11 233 5428 Follow @chillcolombo



DUBAI: THE WORLD'S MOST INVESTOR FRIENDLY DESTINATION

Where Opportunity Meets Opulence

An Ecosystem Built for Investors

- Dubai's investor-friendly environment is the result of visionary planning and progressive policies. The government has continuously streamlined regulations to attract foreign direct investment, offering one of the world's most transparent and secure legal frameworks for property ownership. Whether it's a studio apartment or a waterfront villa, every property owner in Dubai qualifies for a renewable residence visa, making it one of the few cities globally to combine investment with seamless residency.



Zero Taxes, 100% Returns

In a world burdened by capital gains and wealth taxes, Dubai's zero-tax regime stands out. Investors enjoy:

- No personal income tax
- No capital gains tax
- No property inheritance tax

This rare financial advantage allows for full repatriation of profits and capital, positioning Dubai as a top choice for international investors who value security and high-yield opportunities.

Ultra Modern Living, Beyond Comparison

Dubai isn't just a financial hub—it's an experience. A city where the desert meets the sea, where architectural marvels rise from golden sands, and where every sunrise reflects a new standard in luxury living.

The emirate is home to:

- The world's tallest building – Burj Khalifa
- The largest man-made island – Palm Jumeirah

The most futuristic cityscape, complete with AI-run public services, autonomous transport systems, and intelligent infrastructure

From Michelin-star dining and global fashion brands to private marinas, championship golf courses, and world-class medical care, Dubai offers a lifestyle few cities can match.



A Home in Dubai, A World of Privileges

Real estate in Dubai is not just about owning space - it's about unlocking a future. With projects like Azizi Venice, Riviera, and Park Avenue, property buyers gain not only access to exceptional addresses but also:

- Residency rights
- Preferred leasing income
- Entry into an international network of commerce and connectivity

CH17 Prestige Connects Sri Lanka to Dubai

CH17 Prestige is proud to bring this world of opportunity closer to Sri Lanka's investor class. Through its newly formed collaboration with Azizi Developments, one of Dubai's most prolific real estate visionaries, CH17 now offers its elite clientele exclusive access, privileged rates, and concierge-level guidance to invest in Dubai's premium properties.



For Sri Lankan investors ready to embrace global growth, Dubai is more than an option - it's a gateway.



Mr. Faroon Hamim Founder / Chairman
Finwin Group

Message from Chairman of Finwin Group Dubai Mr. Faroon Hamim :

We are pleased to announce the launch of a dedicated digital campaign in Sri Lanka for Azizi Properties – a globally renowned name in luxury real estate development.

This year-round campaign, undertaken by CH17, marks a significant milestone in bringing exclusive investment opportunities to Sri Lanka's discerning high-net-worth individuals. We extend our sincere appreciation to CH17 for leading this initiative and leveraging its premium platform to connect elite clients with Azizi's world-class portfolio in the UAE.

Through this strategic collaboration, CH17 clientele will now enjoy privileged access to one of the most dynamic and future-ready real estate markets in the world.

Dubai Isn't Just a Place to Invest. It's Where The Future Lives.

Explore more, Live More, Own more with CH17 Prestige

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.

CH17 Launches Dubai Promotion Campaign for Port City Colombo's Duty-Free Mall

- Mobilizes Dubai based Finwin Group representatives to showcase unique shopping privileges to Sri Lankans at the first ever down town duty free

CH17 International, the official rewards and loyalty partner of Port City Colombo, has launched a high-impact promotional campaign in Dubai to spotlight the exceptional duty-free retail experience available at The Mall at Port City Colombo.

This campaign is being driven through CH17's regional franchise partner, FinWin Group, who have mobilized a dedicated team of front-line representatives across the UAE to raise awareness of this first-of-its-kind opportunity for Sri Lankan travelers.

Addressing the front-line teams in Dubai, Mr. Jumar Preena, CEO of CH17, emphasized the transformational nature of the new Duty Free shopping experience offered at Port City Colombo: "For the first time in South Asia, inbound travelers can enjoy leisure shopping outside the confines of a traditional airport terminal. This is a revolutionary change. Duty Free shopping is no longer a rushed airport transaction—it is now a memorable part of your visit to Sri Lanka," he said.

Mr. Preena further elaborated on the exclusive privileges available to CH17 Port City co-branded cardholders at One World Duty Free (ODF), located within the mall: - For purchases up to USD 124, travelers from the UAE and MENA region will enjoy a 10% Dollar discount, For bills exceeding USD 125, the discount increases to 15% - Inbound travelers from outside the Middle East region will receive 5% and 10% Dollar discounts, respectively, additional local currency discounts up to 10% are available at select restaurants and retail outlets within the mall complex "These are real, tangible incentives exclusively for our members," Mr. Preena noted.

"I wish to thank CHEC Port City Colombo for facilitating these special arrangements for CH17 Loyalty members. Our customers now have the rare privilege of enjoying



both offshore and inland shopping experiences in Sri Lanka." He also hinted at future developments, stating: "CH17 is steadfast in delivering value beyond expectations. We anticipate more enhancements, including the integration of a bank and a multi-wallet digital payment system that will allow users to manage multiple bank accounts and perform seamless transactions."

With a Sri Lankan expatriate population exceeding 350,000 across the UAE, including professionals, mid-level employees, and blue-collar workers, this campaign aims to connect them with the evolving retail and investment landscape back home—bridging convenience, loyalty, and national pride through technology and innovation.



CH17 Partners with One World Duty Free to Offer Exclusive Privileges to Port City Colombo and CH17 Loyalty Cardholders



CH17 CEO JUMAR PREENA exchanging Agreement with Mr. Rimshan Rizvi Chief Finance Manager. Also in the picture are Mr. Dineth Chandradasa Head of Marketing ODF, Mr. Forrest Lian Head of Division CHEC Port City Colombo, Mr. Hiran Jayasekara Head of IT ODF and Mr. Mohamed Muzahir Manager Retail Operations Port City Colombo

Channel 17 (CH17), Sri Lanka's pioneering loyalty and rewards management company, proudly announces its strategic tie-up with Singapore-based One World Duty Free (ODF)—a premier retail destination at The Mall, Port City Colombo.

This partnership brings an array of exclusive privileges to both CH17 Loyalty and Port City Colombo Privilege cardholders, redefining the downtown duty-free shopping experience in South Asia's most prestigious Special Economic Zone.

Under this collaboration, eligible cardholders will enjoy Up to 10% discount on purchases, subject to the annual duty-free allowance permitted per Sri Lankan passport holder.

Redemption of CH17 Loyalty Points directly at ODF counters, creating a seamless earn-and-burn ecosystem.

A complimentary welcome gift presented by CH17 during the cardholder's first visit to ODF, marking a personalized and memorable entry into the program.

"This partnership reflects our commitment to delivering unmatched value to our members by joining hands with globally reputed retail brands," said Jumar Preena, CEO of CH17. "ODF's presence at Port City Colombo adds immense prestige to our offering and sets a new benchmark for duty-free retail engagement in the region."

As a trailblazer in closed-loop

loyalty ecosystems and strategic rewards programs, CH17 continues to forge global alliances that benefit its discerning member base. With ODF on board, the shopping trip within Port City Colombo will now be more rewarding, exclusive, and experience driven.

About CH17:

CH17 Loyalty is Sri Lanka's leading loyalty management company, offering 360° rewards solutions tailored for closed and targeted demographic and firmographic groups. With over a decade of excellence, CH17 services high-profile partners across finance, insurance, education, hospitality, and retail sectors.

About One World Duty Free:

Headquarters in Singapore, One World Duty Free is an elite travel retail partner known for curating international shopping experiences. Its presence at Port City Colombo marks a new chapter in downtown duty-free access for Sri Lankan and international travelers alike.



How Our SaaS White-Label Loyalty Solution Can Empower Your Business

CH17 Loyalty, the leader and innovator in rewards and loyalty management, brings you a sophisticated white-label SaaS solution designed specifically for your brand. Here's how partnering with us can drive exceptional results:

1. Fully Customizable Platform

- Branded exclusively for your business.
- Seamlessly aligns with your brand identity, logos, and colors.

2. Advanced Targeting Capabilities

- Precision-driven campaigns based on demographic and firmographic segmentation.
- Enables personalized offers to specific, high-value customer groups.

3. Robust Technology Infrastructure

- Proven scalability to support your growth ambitions.
- API-driven integrations with your existing CRM, ERP, POS, and other business systems.

4. Comprehensive Analytics Dashboard

- Real-time insights into customer behavior, loyalty program performance, and ROI.
- Track and monitor fraud prevention and security of your loyalty initiatives.

White label software development is becoming a pivotal strategy for software companies and development agencies. If you want to build or launch software program instantly without starting from the ground up and maintaining your brand, this comprehensive guide is for you. Here, you'll explore the fundamental aspects of CH17's white label Rewards & Loyalty software and how it could help your business in many ways such as cost-effectiveness and ease of operation.

5. Flexible Reward Mechanisms

- Implement cashback, flash deals, discounts-over-discounts, and tier-based privileges.
- Designed to ensure continuous engagement and sustained customer loyalty.

6. End-to-End Support & Expertise

- Benefit from our decade-long expertise in pioneering closed-group and targeted loyalty programs.
- Dedicated assistance to swiftly deploy, manage, and optimize your loyalty initiatives.

7. Immediate Impact and ROI

- Rapid deployment to market.
- Proven increase in customer retention, repeat business, and measurable profitability growth.

Leverage CH17 Loyalty's white-label SaaS solution to redefine your customer engagement, foster deeper loyalty, and drive tangible business outcomes. Partner with CH17 Loyalty—where your brand meets our pioneering loyalty excellence.

Coming Soon!



Sri Lanka

Dubai

CH17 CUTTING EDGE SOLUTIONS

IS YOUR BUSINESS WELL PROTECTED?

SAFEGUARD YOUR ASSETS AND STAY ONE STEP AHEAD

STAY ALERT!

SOMEONE MIGHT BE PHISHING OR ATTEMPTING FRAUD TO MISUSE YOUR VALUABLE PROMO CODES.

Fraudulent use, abuse, and misuse of promo codes, barcodes, and QR codes in retail businesses are serious issues, often carried out by internal staff rather than customers. These acts of theft can result in millions of rupees in losses, draining legitimate income and posing severe financial risks to companies.

At CH17, we've developed cutting-edge systems designed to outsmart such unscrupulous activities, ensuring your business stays protected. Talk to us today for a detailed presentation on how we can safeguard your operations from internal and external fraud.

CH17 Joins Forces with CHEC Port City Colombo

Unlocking Exclusive Benefits, Elevating Urban Lifestyle and Investment at the Heart of South Asia's Future City



Business

CH17 Loyalty, Sri Lanka's pioneering loyalty and rewards management company, in collaboration with CHEC Port City Colombo has launched a brand-new Port City Colombo Privilege Card that is set to elevate the retail experience for locals as well as tourists, at The Mall at Port City Colombo.

With over a decade of expertise in retail management and customer loyalty solutions, CH17 Loyalty has extended its knowledge, resources, and technological platform to help create a new dimension of shopping, dining, entertainment, and duty-free privileges within the special economic zone.

In a statement, CHEC Port City Colombo Managing Director Xiong Hongfeng said, "The Port City Colombo Privilege Card marks a new era for Sri Lanka's retail and lifestyle sectors. By offering duty-free shopping, entertainment, and exclusive access, we're setting Port City Colombo as a premier destination for tourists, locals, and businesses. We will be continuously pushing CH17 Loyalty for its technical expertise, vision, and innovation in designing and delivering this pioneering program."

"Our deep understanding of loyalty management and customer engagement has been instrumental in shaping the Port City Colombo Privilege Card into a distinctive value offering that aligns with our vision of creating a vibrant, international destination for tourists, investors, and of course, business. We look forward to offering our shoppers at The Mall at Port City Colombo a truly unparalleled loyalty card experience."

Port City Colombo Privilege Card launched



CHEC Port City Colombo Managing Director Xiong Hongfeng (right) and CH17 Privilege CEO Jumar Preena holding the presentation card after signing the agreement.

The launch is a testament to a collaborative and innovative spirit, and we are excited for the journey ahead."

CH17 Privilege CEO Jumar Preena said, "On the occasion of the launch of the Port City Colombo Privilege Card, CH17 Loyalty is proud to extend its expertise, knowledge, and resources to support this groundbreaking initiative. With over a decade of pioneering experience in loyalty and rewards management, we are honored to be part of

this transformative journey. This collaboration presents a unique opportunity for us to broaden our reach and offer unparalleled, an unparalleled experience at The Mall at Port City Colombo — from world-class shopping to exclusive premium entertainment and lifestyle experiences. This initiative not only enhances the retail experience but also reflects the luxury and entertainment for local and international guests alike."

The Port City Colombo Privilege Card offers visitors and CH17 exclusive cardholders access to some of the world-class facilities, including seamless duty-free shopping with luxurious lifestyle experiences. This initiative not only enhances the retail experience but also reflects the luxury and entertainment for local and international guests alike."

As Port City Colombo evolves into a dynamic hub of commerce and leisure, CH17 Loyalty's proven experience in crafting customer-centric solutions will be pivotal in building a vibrant community that offers unmatched benefits to all who visit and reside there."

This partnership marks another milestone in CH17 Loyalty's journey of innovation, reflecting its commitment to delivering superior value to its rich, high-potential customer base while supporting national projects.



NEWS

CH17 partners with FinWin Group to launch first franchise operation in the UAE and MENA region

Channel 17 (CH17) Loyalty, Sri Lanka's first international franchise operation in the United Arab Emirates, in strategic partnership with FinWin Group.

This extension of services to the Middle East is the result of its recent tie-up with CHEC Port City Colombo to promote duty-free shopping for all in-bound visitors, both locals and foreigners.

This initiative will particularly benefit Sri Lanka's expatriate community across the Middle East, particularly the over 1.2 million migrant workers residing in Gulf countries who could directly benefit from this generous offer by the two participating Duty-Free operators, namely One World Duty Free (OWDF) and China Duty Free (CDF).

The UAE alone hosts approximately 390,000 Sri Lankans comprising professionals, middle managers, skilled and semi-skilled workers and domestic workers.

We are not keeping out any particular segment, our offer will reach out to everyone who comes for foreign exchange of whatever proportion, Jumar Preena CEO CH17 Privilege said.



Jumar Preena with Jumeirah Hamdan, Founder Chairman of FIDWV Group after signing agreement.

We recognize their vital contributions to Sri Lanka's economy through remittances, he added.

The Mall at Port City Colombo, the region's first downtown duty-free destination. We want to incentivize shoppers with attractive offers, surprise them with gifts and also give

Government's efforts to bolster foreign exchange earnings by providing tangible benefits to its overseas citizens. By offering savings, shopping perks and lifestyle benefits, the program encourages expatriates to channel a portion of their remittances towards duty-free purchases and travel-linked rewards.

Dubai-based FinWin Group, as the exclusive franchise holder, will oversee all operations under the CH17 brand within the UAE and MENA Region, introducing targeted programs for expatriates, frequent travelers, and high-value shoppers.

"Our mission has always been to personalize loyalty and rewards for specific communities," said Jumar.

"With FinWin's regional insight and our platform's proven success, we are proud to extend this value-driven model to support our fellow Sri Lankans abroad."

This expansion is part of CH17's broader vision to become a globally recognized leader in loyalty and privilege solutions, built on technology, trust, and meaningful member engagement.



Business

Singapore's One World Duty Free extends support to Port City Colombo's promotional drive at The Mall

CHANNEL 17 (CH17), Sri Lanka's pioneering loyalty and rewards management company has announced its strategic tie-up with Singapore-based One World Duty Free (OWDF)—a premier retail destination at The Mall, Port City Colombo. This partnership brings an array of exclusive privileges to both CH17 Loyalty and Port City Colombo Privilege cardholders, redefining the downtown duty-free shopping experience in South Asia's most prestigious Special Economic Zone.

Under this collaboration, eligible cardholders will enjoy up to 10% discount on purchases, subject to the annual duty-free allowance permitted per Sri Lankan passport holder and redemption of CH17 Loyalty points directly at OWDF, creating a seamless earn-and-burn ecosystem.

A complimentary welcome gift presented by CH17 during the cardholder's first visit to OWDF, marking a personalized and memorable entry into the program.



CH17 CEO Jumar Preena (right) exchanging agreement with One World Duty Free Chief Finance Manager Rimsan Rizvi. Also present are CHEC Port City Colombo Head of Department Forrest Lian, OWDF Manager — Marketing Dineth Chandrasekara, Head of IT Hiran Jayasekera, and Port City Colombo Manager — Retail Operations Mohamed Muzahir.

"This partnership reflects our commitment to delivering unmatched value to our members by joining hands with globally reputed retail brands," said CH17 CEO Jumar Preena. "OWDF's presence at Port City Colombo adds immense prestige to our offering and sets a new benchmark for duty-free retail engagement in the region."

As a trailblazer in closed-loop loyalty ecosystems and strategic rewards programs, CH17 continues to forge global alliances that benefit its discerning member base. With OWDF on board, the shopping journey within Port City Colombo will now be more rewarding, exclusive, and experience-driven.

Business

CH17 launches Dubai promotion campaign for Port City Colombo's duty-free mall

Mobile-based FinWin Group representatives to showcase unique shopping privileges to Sri Lankans at the first-ever downtown duty-free CH17 International.



CH17 CEO Jumar Preena emphasized the transformative nature of the new duty-free shopping experience offered at Port City Colombo. "For the first time in South Asia, inbound travelers can enjoy leisure shopping outside the confines of a traditional airport terminal. This is a revolutionary change. Duty-free shopping is no longer a rushed airport transaction—it is now a memorable part of your visit to Sri Lanka," he said.

Preena further elaborated on the exclusive privileges available to CH17 Port City Colombo cardholders at One World Duty Free (OWDF), located within the mall. "For purchases up to \$124, travelers from the UAE and MENA region will enjoy a 10% instant discount, and for bills exceeding \$125, the discount increases to 8%." Inbound travelers from outside the Middle East region will receive 8% and 10% Dollar discounts, respectively.

Additional local currency discounts up to 6% are available at select restaurants and retail outlets within the mall. "These are real, tangible incentives exclusively for our members," Preena noted. "I want to thank CHEC Port City Colombo for facilitating these special arrangements for CH17 Loyalty members. Our customers now have the rare privilege of enjoying both off-

shore and inland shopping experiences at Sri Lanka." He also hinted at future developments, stating, "CH17 is steadfast in delivering value beyond expectations. We anticipate more announcements, including the integration of a bank and a multi-wallet digital payment system that will allow users to manage multiple bank accounts and perform seamless transactions." With a Sri Lankan expatriate population exceeding 360,000 across the UAE, including professionals, mid-level employees, and blue-collar workers, the campaign aims to connect them with the evolving retail and investment landscape back home—bridging convenience, loyalty, and national pride through technology and innovation.