

# PRESS RELEASE



21/01/2016

## Halifax is one of the most switched to banks on the high street, according to latest data

According to official figures released today by BACS, Halifax continues to be one of the most switched to banks on the high street. The switching data, published six months in arrears shows that over 380,000 customers have now switched to Halifax since the introduction of the Current Account Switch Service (CASS). The latest figures show Halifax has a net gain of over 34,000 new customers between March and June 2015.

### **Darren Tong, Head of Halifax Current Accounts, said:**

“Halifax offers customers great value from the moment they switch to us, and for as long as they stay. At a time when many providers charge their customers monthly current account fees, our Reward Account continues to gift eligible customers £5 a month. This, along with £100 to switch and the Switchers Prize Draw, makes Halifax’s offer one of the most simple and rewarding switches on the market.

“Our focus remains ensuring our customers can easily manage their account in a way and at a time that suits them. We are confident that throughout 2016 more and more customers will make the move to Halifax.”

### **Rewarding and reliable**

Halifax is the only bank that provides its switching bonus as soon as the switch is complete\*. Until 31 January, customers will also be entered into a draw to win up to £50,000. In addition they can currently earn at least £160 in rewards during the first year including:

- £100 switching bonus, paid within three working days of the completion when customers use the CASS
- A further £60 per year through 12 x £5 monthly reward payments when customers pay in £750; pay out two direct debits, and stay in credit each month

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- Online and mobile banking customers can also earn cashback with top retailers with Cashback Extras\*\*

**ENDS**

\*The £100 switching offer will be paid directly into customer's account within three working days once the switch has completed

#### **About the Halifax Switchers Prize Draw:**

- To be a qualifying customer for the Draw, you must:-
  - be an individual who has successfully applied to switch their Personal Current Account to Halifax using the Current Account Switch Service; and
  - have started your 7 day switch between 19th October 2015 and 31st January 2016; and completed your 7 day switch by 18th Feb 2016; and be eligible for our £100 switch offer for this switch; and be at least 18 years old by 19th October 2015; and live in England, Wales or Scotland and be entered in our account records as living in one of those places as at 19th February 2016.
- Customers can opt out of the draw straight away when they switch or at any point up to 17th February 2016. T&Cs apply.

#### **About the Reward Account:**

The Halifax Reward Current Account is a free current account which gives customers £5 for each month that they pay in £750, pay out two different direct debits, and stay in credit. In addition, customers can earn cashback on offers when they spend using their debit card through Cashback Extras – an exclusive for Online Banking customers.

#### **About Cashback Extras\*\***

- You must be a current account customer aged 18+.
- You must be registered for both Halifax Online Banking and Cashback Extras.
- You must have a Halifax debit and/or credit card.
- Credit Cards: Only the primary cardholder can earn cashback from spending on the credit card account as long as they hold a Halifax bank account. Transactions made by additional cardholders will count towards cashback and will also be used to generate new offers for the primary cardholder to activate.
- You'll need to remain registered for Cashback Extras and keep your account open to get your cashback.
- The cashback payment will be credited to your oldest Halifax current account unless you tell us otherwise.
- Retailer offers can only be activated through Halifax Online Banking.
- The retailer offers and cashback amounts vary.
- If there are any errors in an offer, we may withdraw or correct it. This won't affect any offers you've already activated.
- To earn cashback each offer must be activated online and applies to your next purchase.

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