

Shoprite Group expands rewards ecosystem with Absa Rewards

- From 16 August, eligible Absa cardholders can earn cash back at Shoprite, Checkers, Checkers Hyper, LiquorShop, and via Sixty60.
- Members of Absa Rewards will earn up to 60% cash back during the two-month launch period, and up to 30% thereafter, depending on the tier level.

The Shoprite Group has been added to Absa's Rewards programme to bring additional rewards to even more South African shoppers. During the launch phase from 16 August 2025, Absa Rewards members who pay with qualifying debit or credit cards will earn up to 60% cash back when shopping at Shoprite, Checkers, Checkers Hyper, LiquorShop, or via Sixty60.

Following an initial two-month launch promotion, reward amounts will revert to 30%, in-store and online, depending on a customer's rewards tier. There are no vouchers or points: customers receive real cash back paid monthly into their Absa Rewards wallet to spend or save.

This new agreement is part of the Shoprite Group's continued efforts to unlock meaningful rewards for its customers at scale by aligning with banks and services its shoppers already use.

Spend data from Absa confirms that Shoprite and Checkers represent the highest category of retail spend among its customers. Checkers Sixty60, the fastest-growing delivery service in South Africa, is also popular among Absa clients.

Rewards from other ecosystem partners like these also complement the Group's award-winning Xtra Savings rewards programme - that continues to deliver over R1bn in instant cash savings every month - making groceries and essentials consistently more affordable.

Customers can register for Absa Rewards via the Absa Banking App and start earning from 16 August. Purchases must be made with eligible Absa cards and are capped at R3,000 per accrual cycle. Cashback applies both in-store and online.

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