

Fact Sheet

Alliance Data's card services business builds tailored marketing and loyalty solutions for many of the world's most recognizable brands through branded credit programs

- 2018 revenue: \$4.6 billion
- 150+ branded credit card programs
- 47.7 million cardmembers
- \$18.7 billion in principal receivables
- \$31.0 billion in annual credit card sales
- President & CEO, Alliance Data: Melisa Miller
- 1 in 4 American adult women have an open card with us
- 1 in 9 American adults have purchased with one of our cards in the last 12 months
- Our Care Centers are in the top 5% of all U.S. call centers in the credit card industry, and our average speed of answer is 5X faster than the industry average

Awards and Distinctions

- Consistently ranked in top 10% of BenchmarkPortal's customer care center ranking, earning "Center of Excellence" an unmatched 14 times
- Designated "Best Places to Work" in multiple U.S. locations, including Cincinnati, Denver, Columbus, Rio Rancho (New Mexico), Coeur D'Alene (Idaho)
- Winner of the 2019 NICE inContact CX Excellence Awards for Best Customer Experience
- Healthy Worksite Award by the Ohio Department of Health and the Healthy Ohio Business Council 2016, 2017, 2018
- In 2018, Alliance Data and card services associates gave \$8 million back to our communities