Larnaca, 13/05/2025

**Lidl Cyprus contributes to the financial support of consumers with Lidl Plus**

**The company is upgrading its consumer experience with its digital loyalty programme, through which users can save up to €1,700.**

With the aim of **continuously improving the shopping experience and supporting the family budget**, **Lidl Cyprus** is investing in digital innovation through **Lidl Plus – the loyalty programme** that rewards its consumers.

With **Lidl Plus**, each user has the opportunity to **save up to 1,700 euros per year**, taking advantage of the full range of **digital coupons, daily savers and instant discounts**. The only requirement is to activate Lidl Plus coupons and scan the digital card at the checkout.

**Lidl Plus** is designed to be simple, easy to use and truly beneficial. It’s constantly updated with new features, offering a smarter and more economical shopping experience for everyone.

At **Lidl Cyprus**, rewarding means supporting its customers on a daily basis, offering them a real benefit with every transaction.

Download Lidl Plus now for free from the [App Store,](https://apps.apple.com/gr/app/lidl-plus/id1238611143?l=el) [Google Play](https://play.google.com/store/apps/details?id=com.lidl.eci.lidlplus&hl=el_419&pli=1)or [Huawei App Gallery](https://appgallery.huawei.com/app/C102933829), register quickly and easily and discover a new way to save every day!

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