

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

SCHEDULE 14A
(Rule 14a-101)

INFORMATION REQUIRED IN THE PROXY STATEMENT
SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of
the Securities Exchange Act of 1934 (Amendment No.)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
 Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
 Definitive Proxy Statement
 Definitive Additional Materials
 Soliciting Material Pursuant to §240.14a-12

Loyalty Ventures Inc.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
 Fee paid previously with preliminary materials.
 Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11
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**Loyalty Ventures Inc.
Important Notice Regarding the Availability
of Proxy Materials**

P.O. BOX 8016, CARY, NC 27512-9903

**Stockholders Meeting to be held on
May 26, 2022**

For Stockholders of record as of March 28, 2022

This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. This is not a ballot. You cannot use this notice to vote your shares. We encourage you to access and review all of the important information contained in the proxy materials before voting.

To view the proxy materials, and to obtain directions to attend the meeting, go to: www.proxydocs.com/LYLT

To vote your proxy while visiting this site, you will need the 12 digit control number in the box below.

Under United States Securities and Exchange Commission rules, proxy materials do not have to be delivered in paper. Proxy materials can be distributed by making them available on the internet.



**For a convenient way to view proxy materials and VOTE go to
www.proxydocs.com/LYLT**

Have the 12 digit control number located in the shaded box above available when you access the website and follow the instructions.

If you want to receive a paper or e-mail copy of the proxy material, you must request one. There is no charge to you for requesting a copy. In order to receive a paper package in time for this year's meeting, you must make this request on or before May 16, 2022.

To order paper materials, use one of the following methods.



INTERNET

www.investorelections.com/LYLT

When requesting via the Internet or telephone you will need the 12 digit control number located in the shaded box above.



TELEPHONE

(866) 648-8133



*** E-MAIL**

paper@investorelections.com

* If requesting material by e-mail, please send a blank e-mail with the 12 digit control number (located above) in the subject line. No other requests, instructions OR other inquiries should be included with your e-mail requesting material.

Loyalty Ventures Inc.

Meeting Type: Annual Meeting of Stockholders

Date: Thursday, May 26, 2022

Time: 10:00 AM, Central Time

Place: Annual Meeting to be held virtually via the internet - please visit www.proxydocs.com/LYLT for more details.

You must register to attend the meeting online and/or participate at www.proxydocs.com/LYLT

SEE REVERSE FOR FULL AGENDA

Loyalty Ventures Inc.

Annual Meeting of Stockholders

**THE BOARD OF DIRECTORS RECOMMENDS A VOTE:
FOR ON PROPOSALS 1 AND 2**

PROPOSAL

1. Re-election of Class I Director
 - 1.01 Barbara L. Rayner

 2. Ratification of the selection of Deloitte & Touche LLP as the independent registered public accounting firm of Loyalty Ventures Inc. for 2022.
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