Program holdings, measured by full content read (record counts are parsed CSV records; raw files carry multiline embedded values so physical line counts are higher):

NORTH AMERICA PROGRAM
- Campaign events: 314,299 records (raw file 476,472,521 bytes)
- Distinct cardmember email addresses: 10,987
- Event window: 19 September 2025 through 26 October 2026
- Event types: email opens, clicks, deliveries, deferrals, unsubscribes
- Campaigns include seasonal concierge campaigns and travel guides

MIDDLE EAST AND AFRICA PROGRAMS
- Campaign events: 35,871 records (raw file 84,883,617 bytes)
- Distinct cardmember email addresses: 1,943
- Distinct member mobile numbers: 1,457
- Event window: 5 February 2026 through 26 October 2026
- Member profiles: 1,994 complete records (raw file 1,140,310 bytes)
  - 1,565 distinct personal email addresses
  - 1,463 distinct mobile numbers
  - 8 program segments (World Elite Exclusive Concierge, KSA, UAE, Bahrain, Iraq, Kuwait, Qatar, Nigeria)
  - Issuer BIN ranges and issuing banks present
- Booking records: 3,250 curated booking reminder records across three reminder windows (raw files 4,256,446 bytes combined)
  - 669 distinct member bookings
  - Airlines include Saudia, Emirates, British Airways, Qatar Airways, Gulf Air, Turkish Airlines, Etihad
  - Hotels include St. Regis, InterContinental, Marriott and independent luxury properties

INTERNAL MEMBERS
- 26 distinct cardmember addresses on the mastercard.com domain, with per address event counts and campaign histories

ALL FIGURES VERIFIED BY DIRECT PARSE OF THE HELD FILES ON 9 NOVEMBER 2026.