

# POINTS INTERNATIONAL LTD

## **FORM 6-K** (Report of Foreign Issuer)

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Industry	Internet Services
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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 6-K**

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934

For the month of April, 2017

Commission File Number: 001-35078

**POINTS INTERNATIONAL LTD.**

(Translation of registrant's name into English)

**111 Richmond St., W. Suite 700, Toronto, ON, M5H 2G4, Canada**

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F [ ] Form 40-F [X]

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): [ ]

**Note:** Regulation S-T Rule 101(b)(1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders.

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): [ ]

**Note:** Regulation S-T Rule 101(b)(7) only permits the submission in paper of a Form 6-K if submitted to furnish a report or other document that the registrant foreign private issuer must furnish and make public under the laws of the jurisdiction in which the registrant is incorporated, domiciled or legally organized (the registrant's "home country"), or under the rules of the home country exchange on which the registrant's securities are traded, as long as the report or other document is not a press release, is not required to be and has not been distributed to the registrant's security holders, and, if discussing a material event, has already been the subject of a Form 6-K submission or other Commission filing on EDGAR.

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934. Yes [ ] No [X]

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- \_\_\_\_\_.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Points International Ltd.  
(Registrant)

Date: April 5, 2017

By: /s/ Michael D'Amico

Name: Michael D'Amico

Title: Chief Financial Officer

\* Print the name and title under the signature of the signing officer.

NYC#: 108692.1

SEC1815(04-09)

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EXHIBIT INDEX

[99.1](#) [News Release dated April 5, 2017](#)

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## Points Teams Up with WestJet to Enable Rewards Members to Buy WestJet Dollars

*By integrating with the Points Loyalty Commerce Platform, WestJet offers members the ability to reach redemption goals quicker on WestJet and WestJet Partner flights*

**TORONTO, April 5, 2017 – Points (TSX:PTS) (Nasdaq:PCOM), the global leader in powering loyalty commerce, today announced a new collaboration with WestJet to offer its Buy service to the WestJet Rewards program. WestJet Rewards members will now be able to buy WestJet dollars, increasing the value, revenue and engagement opportunities for WestJet Rewards.**

**“We’ve designed the Loyalty Commerce Platform for easy integrations that provide immediate value to our loyalty program partners and their members,” said Rob MacLean, CEO of Points. “We’re pleased to leverage our technology, like the Buy service, and partner with loyalty programs as they become more engaged with their members.”**

**Through the Points Loyalty Commerce Platform, WestJet Rewards members now have the ability to purchase additional WestJet dollars for themselves. This allows members to reach redemption goals faster on WestJet’s new Member Exclusive fares.**

**Mr. MacLean continues: “We are excited about our new relationship with WestJet and look forward to adding more value to the WestJet Rewards program and opening the door for members to engage more with their rewards and grow their balances.”**

**With its leading Loyalty Commerce Platform, Points provides loyalty ecommerce and technology solutions to the world's top brands to power innovative products and services that drive increased revenue and member engagement in loyalty programs. Points’ loyalty program partners leverage the platform for a broad range of services and go-to market solutions that generate more revenue, broaden redemption opportunities and deepen member engagement as they interact with their rewards. For more about Points’ Loyalty Commerce Platform, visit [www.points.com](http://www.points.com).**

### About Points

**Points, publicly traded as Points International Ltd. (TSX:PTS) (Nasdaq:PCOM), provides loyalty eCommerce and technology solutions to the world's top brands to power innovative services that drive increased loyalty program revenue and member engagement. With a growing network of over 50 global loyalty programs integrated into its unique Loyalty Commerce Platform, Points offers three core private or co-branded services: its Buy Gift and Transfer service retails loyalty points and miles directly to consumers; its Points Loyalty Wallet service offers any developer transactional access to dozens of loyalty programs and their hundreds of millions of members via a package of APIs; and its Points Travel service helps loyalty programs increase program revenue from hotel bookings, and provides more opportunities for members to earn and redeem loyalty rewards more quickly. Points is headquartered in Toronto with offices in San Francisco and London.**

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For more information, [visit company.points.com](http://visit.company.points.com), follow Points on Twitter ( [@PointsLoyalty](https://twitter.com/PointsLoyalty) ) or read the [Points blog](#). For Points' financial information, visit [investor.points.com](http://investor.points.com).

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