

POINTS INTERNATIONAL LTD

FORM 6-K (Report of Foreign Issuer)

Filed 01/04/18 for the Period Ending 01/04/18

Telephone	416-595-0000
CIK	0001204413
Symbol	PCOM
SIC Code	7389 - Services-Business Services, Not Elsewhere Classified
Industry	Internet Services
Sector	Technology

**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 January, 2018

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: January 4, 2018

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 January 4, 2018](#)



ETIHAD GUEST EXPANDS TRAVEL REDEMPTION PROGRAMME WITH POINTS TRAVEL

*Members of Etihad Airways' loyalty programme to gain access to over
300,000 hotels and 500,000 rental cars worldwide*

ABU DHABI / TORONTO – January 4, 2018 – Etihad Guest, the award-winning loyalty programme of Etihad Airways, and Points the global leader in powering loyalty commerce, today expanded their partnership to include Etihad Guest Travel Rewards based on the industry leading Points Travel service for access to hundreds of thousands of hotels and cars at the click of a button.

Etihad Guest Travel Rewards will allow members to spend and book their miles on over 300,000 competitively-priced hotels and 500,000 rental cars across the globe. Through a single integration with the Canadian-based Points Travel service, Etihad Guest's five million members will have the ability to fully redeem with miles, or a combination of miles and cash, any hotel booking or car rental, a brand new reward that significantly enhances the value of the Etihad Guest loyalty currency.

Yasser Al Yousef, Etihad Guest Managing Director, said: "At Etihad Guest, we constantly strive to innovate and are proud to grow our partnership with industry leaders like Points to enhance our Guest Miles redemption proposition by focusing on delivering additional value to our members."

"This partnership expands the benefits offered to our members ensuring they have more products to choose from across the hotel industry and car rental sector worldwide at the click of a button for a seamless booking service. Guests are increasingly looking for more choice, more flexibility and more options and we are delighted to boost our portfolio that will complement the already strong travel products redeemable through our association with sister operation Etihad Holidays, the tour operating arm of Etihad Airways."



Etihad Airways first partnered with Points in 2014 and expanded the relationship earlier in 2017 to include a number of Points' Loyalty Currency Retailing services that enable members to get more out of their participation by easily purchasing new or reinstating expired miles.

“We’re excited to expand our partnership with the Etihad Guest programme,” said Rob MacLean, CEO of Points. “Through Points' suite of loyalty commerce services, we can help Etihad Airways better engage with their loyalty members by providing opportunities for them to earn and then use their reward miles with more flexibility. Ultimately, we’re confident that this will continue to drive increasing value for all stakeholders.”

For more information, visit the Etihad Guest implementation of the Points Travel platform at travelrewards.etihadguest.com

About Etihad Guest

Etihad Guest is the frequent flyer programme of Etihad Airways, the national airline of the United Arab Emirates. The programme has over five million members who are able to earn Etihad Guest Miles on flights operated by Etihad Airways and partner airlines, hotels and car rental companies. Guest Miles can also be used to purchase flights, upgrades and thousands of products from the online Etihad Guest Travel Rewards Shop. To join Etihad Guest, visit www.etihadguest.com or for more information on the rewards shop, visit www.rewards.etihadguest.com

About Etihad Aviation Group

Etihad Aviation Group (EAG) is a diversified global aviation and travel group comprising five business divisions – Etihad Airways, the national airline of the United Arab Emirates, Etihad Airways Engineering, Etihad Airport Services, Hala Group and Airline Equity Partners.

From its Abu Dhabi base, Etihad Airways flies to, or has announced plans to serve, more than 100 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of over 120 Airbus and Boeing aircraft. In 2013, it placed firm orders for 204 aircraft, which included 71 Boeing 787s, 25 Boeing 777Xs, 62 Airbus A350s and 10 Airbus A380s. For more information, please visit: etihad.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.

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

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