

Subcard® NZ – Frequently Asked Questions

Welcome to our frequently asked questions for the Subcard® Loyalty and Gift Programme, including the Gift Card Refund Program.

Closure of the Subcard® Loyalty and Gift programme

Has the Subcard® Loyalty and Gift Programme closed?

Yes, the Subcard® Loyalty and Gift Programme closed on 31 August 2026.

What happened to my Reward Dollars?

Redemption of Reward Dollars ceased on 31 August 2026. Any Reward Dollars remaining after that date expired and cannot be redeemed.

Can I still earn Reward Dollars?

No. Earning of Reward Dollars ceased on 30 June 2026.

What happens to my Gift Dollars?

Gift Dollars could be redeemed at participating Subway® restaurants until 31 August 2026. You did not need to register a Gift Card to redeem Gift Dollars. As of 1 September 2026, guests may submit a claim to receive a refund of the value of their valid and unexpired Gift Dollars (subject to terms and conditions). Please refer to the Gift Card Refund Program section below for more details.

Will my Gift Dollars be refunded?

Gift Dollars could be spent at participating Subway® restaurants until 31 August 2026. As of 1 September 2026, guests may submit a claim to receive a refund of the value of their valid and unexpired Gift Dollars (subject to terms and conditions). Please refer to the Gift Card Refund Program section below for more details on eligibility and how to submit a refund claim.

Will physical Subcard® cards still work?

No, with the closure of the Subcard® Loyalty and Gift Programme on 31 August 2026, Subcard® cards can no longer be used, except for the purpose of applying for a refund of any valid unexpired Gift Dollars that remain registered to that card. Please refer to the Gift Card Refund Program section below for details on how to apply for a refund of valid and unexpired Gift Dollars.

Can I still purchase gift cards at Subway®?

As of 10 August 2025, Subway® gift cards were no longer offered for sale in Subway® restaurants.

As of 18 September 2025, Subway® eGift cards and the top up of gift dollars can no longer be purchased from the Subway® online ordering website or the Subway® app, either for yourself or for another person you nominate in the purchase process.

Subway® eGift cards which were purchased prior to 18 September 2025 could be redeemed in participating restaurants and on the Subway® app until the Subcard® Loyalty and Gift Programme closed on 31 August 2026. As of 1 September 2026, guests may submit a claim to receive a refund of the value of their valid and unexpired Gift Dollars (subject to terms and conditions). Please refer to the Gift Card Refund Program section below for more details.

Can I still get a Subcard®?

No, as the Subcard® Loyalty and Gift Programme closed on 31 August 2026, you can no longer access your digital Subcard® or otherwise obtain a new Subcard®.

Did my Subcard® reward dollars expire?

Reward Dollars expired on the earlier of: (i) 31 August 2026; or (ii) 12 months after the date that they were earned. With the closure of the Subcard® Loyalty and Gift Programme, Reward Dollars could only be redeemed until 11.59pm on 31 August 2026. Any Reward Dollars that remained at that date and time have expired and can no longer be redeemed.

How do I know what my reward dollars or Subcard® balance is?

Your Subcard® Reward Dollars balance expired on 31 August 2026, along with the closure of the Subcard® Loyalty and Gift Programme, and can no longer be redeemed.

Can I redeem my reward dollars using either my physical or virtual Subcard®?

No, as the Subcard® Loyalty and Gift Programme closed on 31 August 2026, any Reward Dollars that were remaining expired and cannot be redeemed.

Can I access my Subcard® account?

No, as of the closure of the Subcard® Loyalty and Gift Programme on 31 August 2026, you can no longer access your Subcard® account.

Is the Subway® app and online ordering still available?

Yes, Subway® has announced that it will continue to operate the Subway® app and online ordering from 1 September 2026. For more information, please see Subway's website [here](#).

Gift Card Refund Program

What is the Gift Card Refund Program?

Following the closure of the Subcard® Programme on 31 August 2026, guests may submit a claim to receive a refund of the value of their Gift Dollars. To be eligible, your Gift Dollars must be valid and unexpired at the date you submit your refund request. The refund will be issued directly into your nominated bank account, administered by Subcard® New Zealand. Terms and conditions of the Gift Dollar Refund Programme are set out in the Subcard® Terms and Conditions, available on the Subcard® refund website at www.subcardgiftrefund.com.

How do I submit a refund claim?

To submit a claim, please send an email to Subcard® New Zealand at SubcardNZ@ipcasiapacific.com, providing the following details:

1. Name (first and last);
2. Email address;
3. Contact telephone number;
4. Bank account details - account number (for refund payment);
5. Gift Card number;
6. Gift Dollar amount (if known); and

7. Attach a copy of your photo identification (e.g. driver licence or passport) to your email.

Once the refund is processed and approved, the funds will be deposited into the bank account nominated in your email.

Did I need to register or merge my gift cards to be eligible to submit a refund claim?

No, you did not need to register or merge your gift cards to be eligible for a refund. However, as the Subcard® Loyalty and Gift Programme has now closed, registration and merging of gift cards via the Subway® website or app is no longer available.

Will my personal information be shared?

By submitting a refund claim you consent to Subcard® New Zealand, as refund administrator, using your personal information for the purpose of processing your refund.

How can I tell if a message about my refund is genuine?

Please be aware of fraudulent emails, text messages and phone calls. Subcard® New Zealand will never contact you by phone, SMS or email to ask for your password, PIN, card number, or other account security details, and will never ask you to pay a fee or provide a gift card number in order to receive your refund.

If you receive a suspicious message claiming to be from Subcard®, please do not respond, click on any links, or share any personal or financial details. To submit a genuine refund claim, email Subcard® New Zealand directly at SubcardNZ@ipcasiapacific.com.

How do I contact Subcard® New Zealand?

You can contact the Subcard® team by email at SubcardNZ@ipcasiapacific.com.

Our Terms and Conditions were updated on 1 September 2026. You can find the Terms and Conditions on the Subcard® refund website at subcardgiftrefund.com.