

MAYBANK EXPANDS MANCHESTER UNITED PARTNERSHIP WITH LAUNCH OF VISA INFINITE CARD**World's first co-brand MU card to tap into high net worth segment**

Maybank today expanded its successful co-brand partnership with Manchester United (MU), bringing to the market the “Maybankard Visa Infinite Manchester United” card. The card is the first ever co-brand Manchester United card in the world targeted at a niche high net worth segment and aims to cement the Bank’s leadership in the cards business.

With the launch of this new card, Maybank now offers a complete range of MU co-branded cards for every customer segment - whether debit, mass or high net worth. The Bank had introduced the Maybankard Manchester United Credit Card in 2011 and the Maybank Manchester United Debit Card in 2012.

The Maybankard Visa Infinite Manchester United card was jointly launched in Kuala Lumpur today by die-hard MU fan and Chairman of Maybank, Tan Sri Megat Zaharuddin Megat Mohd Nor, as well as MU legend, Peter Schmeichel. Peter is a former goalkeeper of the club who was once the “world’s best goalkeeper” and played an instrumental role to help MU win the “treble” in 1998. Also present at the launch were Datuk Lim Hong Tat, Maybank Deputy President and Head of Community Financial Services; Peter Maher, Group Country Manager, Southeast Asia and Australasia, Visa International and Stuart Tomlinson, Country Manager, Malaysia, Visa International.

Speaking at the event, Tan Sri Megat Zaharuddin said, “This new card is targeted to our special Manchester United supporters, who are also our premium customers, those who value differentiation and in return, are not shy to add to value creation for others. The benefits that come from the use of this new card are numerous, including exclusive lifestyle rewards like trips to Old Trafford, special golf events and personalized jerseys on card members’ birthdays.”

The Maybankard Visa Infinite Manchester United card offers exquisite lifestyle rewards to cardholders, ranging from multiple TreatPoints, complimentary Hilton Premium Membership Card which includes one-for-one dining privileges at all participating Hilton Hotels in Asia and signed memorabilia from the Manager of Manchester United during exclusive campaigns by Maybank.

In addition, Maybank will also organise special Golf Days where one or more Manchester United Legends will be flown in to play golf with a selected group of card members at a premium golf club in Malaysia. Top spenders will also be rewarded through personalised VIP trips to Old Trafford. This will include a private stadium tour with a Manchester United Legend accompanied by a three course meal.

Meanwhile, speaking on behalf of Visa, Tomlinson said, “Visa is proud to be celebrating the launch of the Maybankard Visa Infinite Manchester United card together with our partners, Maybank and Manchester United, two of the biggest names in their respective arenas. The card not only offers Manchester United fans in Malaysia access to personal services to suit the lifestyle they lead, but delivers services and privileges related to the club they love.”

Maybank currently is the leader in the credit card business in Malaysia with over 1.5 million cards in circulation. The Bank commands an 18.45% share of the credit and charge card market in the country. The Manchester United co-branded cards are also offered by Maybank Singapore and the Bank intends to expand it to other selected regional markets progressively.

At the same event, Visa International presented a plaque to Maybank in recognition of its milestone achievement of 5 million Visa debit cards issued by the Bank. The Maybankard Visa debit was first launched introduced in Malaysia in March 2008.
