

Maybank extends 5 year partnership with Manchester United

Partnership to support Maybank's card products in Malaysia, Singapore and the Philippines

Kuala Lumpur - Maybank today announced the extension of its successful regional co-brand partnership with Manchester United FC. The five-year agreement, which covers Malaysia, Singapore and the Philippines, will continue from the 2019-2020 season, making Maybank one of Manchester United's longest running Financial Services partnerships globally.

The renewal reflects the success of the partnership in helping Maybank to engage more with its customers in key markets and enhance its global brand awareness. Maybank believes the relationship will continue to play an important role in boosting its global profile and supporting the business growth for their card products, namely credit cards and debit cards.

Dato' John Chong, Group CEO, Community Financial Services of Maybank, said, "We are delighted to extend our partnership with Manchester United across Malaysia, Singapore and the Philippines and continue our support for the Club for the next 5 years. The Club has almost 22 million followers across the three countries who can now take advantage of the special privileges offered by the Maybank Manchester United credit and debit cards. The Maybank Manchester United credit cards continue to be very well received in Malaysia and recorded a healthy growth of about 12% in card base and 15% in card billings last year."

Maybank is currently the leader in the cards business in Malaysia with over 14 million credit cards, charge cards and debit cards in circulation. The Bank commands over 20% of market share for credit and charge cards in the country, and over 28% for debit cards.

"This partnership also represented another key step in the Maybank's Community Financial Services' strategy to ensure that the Bank continues to build on its strong franchise in the region by offering distinct value propositions for different market segments," Dato' John added.

Manchester United Director of Partnerships, Sean Jefferson said, "Our partnership with Maybank is one of the longest and most successful financial services partnerships the Club has had to-date, which is testament to Maybank's dedication to delivering engaging and beneficial campaigns for its clients. We are delighted to be extending this relationship and look forward to working together to bring our fans even more compelling products, services and unique Manchester United experiences in the future."

The Maybank Manchester United card products in Malaysia consist of the Manchester United Visa Gold, Manchester United Visa Infinite and Manchester United Visa Debit Card. Cardholders are entitled to exclusive privileges which include discounts for purchases at Manchester United's outlets and online megastores, discounts for Manchester United Stadium and Museum Tour, opportunity to participate in contests to win a chance to meet with players and legends as well as many other benefits including 5x Treatpoints when Manchester United wins a Premier League match.

Maybank is also the official partner for Manchester United Tour 2019 in Singapore this weekend. There will be several activities organised for selected Maybank cardholders including a meet-and-greet session with the players and legends.
