

Maybank Officially Launches Premier Banking Services in The Philippines

First Premier Center and Visa Infinite credit card launched concurrently to provide Premier clients in the Philippines with distinct privileges

Maybank officially launched Maybank Premier, its Premier Banking services in the Philippines with the opening of its very first Premier Centre in the country at the Maybank Ayala Avenue branch, Makati City. The Bank has also partnered with VISA, the leading global payments solutions, to introduce the Maybank VISA Infinite Credit Card to provide its Premier clients in the Philippines with distinct lifestyle privileges.

Dato' John Chong, Group CEO, Community Financial Services of Maybank said, "Maybank has been serving the community in the Philippines for more than 20 years and we are excited to officially launch Maybank Premier Banking there to better cater to our Premier clients' requirements and provide them with priority service through our Premier Center. This is in line with the Bank's focus to continue to develop our Group Wealth Management (GWM) franchise to capitalise on the region's growth trajectory, and the Philippines is one of the fastest growing economies in ASEAN with a burgeoning middle class."

Dato' John added that Maybank's GWM business gained strong traction in 2018, registering a 10.6% growth in investment AUM to RM24.6 bil on the back of a 18.3% growth in customer base to over 780,000 and is also targeting a double digit growth this year.

Maybank's Group Chief Strategy Officer and CEO, International Business, Michael Foong is confident that the Bank's strong ASEAN footprint will be a distinctive proposition to its clients. He said, "Maybank's Premier Banking network covers 6 countries with 67 Maybank Premier centres in ASEAN. We believe that as the ASEAN economic bloc continues to prosper, and business and trading ties within the region strengthen, more and more of our clients will be able to benefit from Maybank's robust ASEAN connectivity."

Maybank Premier is a personalised banking service focused on delivering Wealth Advisory and Solutions, Personalised Approach and Lifestyle Privileges for high net worth individuals. Each Premier client will be assigned a Relationship Manager, who, with the understanding of their client's risk profile and financial goals, will provide customised solutions and recommend appropriate banking and investment products. The assigned Relationship Manager will then create a strategy that will assist their clients in growing and preserving their wealth and legacy for generations to come.

The Maybank VISA Infinite Credit Card, which is concurrently launched in the Philippines, is catered for Maybank's Premier clients who are frequent travelers and enjoy the finer luxuries in life. The credit card entitles clients to 1% cashback on overseas spend, complimentary airport lounge access, the widest range of airlines for miles redemption, travel protection of up to Php10 million and now the lowest conversion fee for foreign currency transactions at 1.65%. It also provides Maybank's Premier clients access to golfing, shopping and culinary privileges worldwide.
