

Maybank unveils the new sleek metal American Express Platinum Card

The Platinum Card® targets premier customers with global travel benefits, 5x Membership Rewards that never expire, attractive welcome offer and unlimited access to a global network of airport lounges

Maybank has become the first American Express bank partner in the world to introduce the sleek metal American Express Platinum Card, designed to redefine luxury for today's global travellers seeking exclusive access and unique experiences.

Maybank unveiled the new charge card at an exclusive event at the St Regis Kuala Lumpur where the first 50 American Express Platinum Card Members in Malaysia were presented with their brand new, stainless steel cards.

Dato' John Chong, Group CEO, Community Financial Services of Maybank said, "The flagship metal American Express Platinum Card is arguably one of the most prestigious cards that is launched in Malaysia this year, and Maybank is proud to bring it to the market to further elevate our customers' experience. With its new sleek metal design and superior travel and lifestyle benefits, the American Express Platinum Card is poised to excite premier customers."

Over the years, Maybank has refreshed the American Express Platinum Card to redefine the meaning of luxury and keep up with its customers' evolving needs and preferences. The American Express Platinum Card currently offers among the best benefits in the platinum market, designed with the global travellers in mind and focuses on luxury travel and lifestyle, including:

- **Accelerated Points Earn Rate:** Earn 5x Membership Rewards™ Points for every RM1 spent locally or overseas. Membership Rewards points never expire - giving our Card Members flexibility and choice.
- **Attractive Welcome Offer:** 300,000 Membership Rewards™ Points when customers sign up and spend RM20,000 within 90 days from receiving their American Express Platinum Card, equivalent to a return Economy Class ticket from Kuala Lumpur to Tokyo
- **Unlimited access to a global network of airport lounges:** With the Global Lounge Collection, Card Members can access over 1,200 lounges in more than 500 airports, including the exclusive Centurion® Lounge by American Express, Priority Pass™ lounges and Plaza Premium First in Malaysia

- **International Airline Programme:** The conversion rate is RM1 = 1 Enrich Mile; 1 Krisflyer; and 1 Asia Miles. Special savings on airfares on Etihad Airways, Emirates, Qatar Airlines and Singapore Airlines.
- **Bypass criteria to enjoy complimentary Upgrade to Hotel Elite Tiers:** Hilton Honors Gold, Radisson Rewards, Gold and Shangri-La Golden Circle Jade status.

B. Ravintharan, Maybank’s Head, Cards said, “Our data shows that travel and hotels are consistently the top two industries for our Card Members. On average, 36% of their total billings are from overseas. This shows that our Card Members clearly appreciate the travel and lifestyle benefits the Card gives them. With the launch of the new exciting metal design, we target to increase the number of Malaysians carrying the American Express Platinum Card by 30% next year and hope to make it the main travelling card for the premier segment.”

“This is an exciting year for American Express as we celebrate our 40th year of operating in Malaysia. And what better way than to introduce our flagship metal Card with our partner Maybank. Globally, we are seeing a trend among our Platinum Card Members - they are not just interested in material possessions, but are looking for meaningful and unique experiences. With that in mind, American Express is constantly looking to reinvent what luxury means and the new metal reflects that direction,” Sanjiv Malhotra, Vice President, Global Network Services Southeast Asia & South Pacific, American Express.

New Platinum Card Members will be issued the metal Card while existing Platinum Card Members will be upgraded to the new metal Card in stages when their current cards expire.

Maybank is the leading credit card issuer in Malaysia with more than 14 million credit, charge and debit cards in circulation as at October 2019. It commands over 30% market share for billings in the country and continued to record 13% YoY growth in 3Q2019.

The Maybank American Express Platinum Card is available to customers who have a minimum annual income of RM190,000. For expressions of interest, customers can SMS PLATINUM <space> Name to 66628.
