



Joint Press Release

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Maybank, Singapore Airlines KrisFlyer and American Express launch new benefits-packed travel platinum credit card

Card to reward travellers looking to take advantage of the reopening of borders; to lift card spending in this credit card series in 2022

Maybank, Malaysia's largest banking group, together with Singapore Airlines (SIA) and American Express today launched a new co-branded travel card, the **Singapore Airlines KrisFlyer American Express Platinum Credit Card**. Packed with travel and lifestyle perks, cardmembers can earn miles and gain exclusive access to travel, shopping, dining, golfing, entertainment benefits and more.

Targeted at customers who value experiential luxury, the Singapore Airlines KrisFlyer American Express Platinum Credit Card offers cardmembers the opportunity to earn KrisFlyer miles¹ at attractive rates for everyday retail and online spending. Cardmembers can earn 1 KrisFlyer mile for every RM2 spent on purchases made online or overseas, while local retail transactions will earn 1 KrisFlyer mile for every RM2.50 spent. In addition, exclusive rewards are extended to cardmembers which includes up to five Plaza Premium Lounge visits per year, dining deals at Marriott Bonvoy Malaysia and Shangri-La KL restaurants, complimentary green fees at golf courses around the world, and more.

As part of the only SIA co-branded credit card series in Malaysia, the card offers prime value to Malaysian frequent flyers, with an accelerated miles earn rate of 1 KrisFlyer mile for every RM1 spent for online purchases with SIA, Scoot and KrisShop. Furthermore, cardmembers will also enjoy a fast track to KrisFlyer Elite Gold membership with a minimum annual spend of RM35,000 with the SIA Group.

B. Ravintharan, Senior Executive Vice President & Head, Cards, Maybank said the introduction of this card is timely and complements those with a jet-setting lifestyle. "We noticed a significant jump in travel-related spending in 4Q 2021, which grew three-fold from the previous quarter. Consumers are also becoming more online savvy and this contributed to an increase of 30% in e-commerce spending in 2021 compared with the year before. With various propositions for the rising affluent segment, the Platinum card is designed to enrich the lifestyle of cardmembers who are travel enthusiasts."

¹ All earned miles are automatically credited into cardmembers' KrisFlyer accounts and can be redeemed for SIA or Scoot flights, with no redemption or transfer fee.



“This partnership is testament to our established relationship with Maybank and American Express, as we strive to enhance value and benefits for our members with the launch of the Singapore Airlines KrisFlyer American Express Platinum Credit Card,” said **Singapore Airlines Vice President Loyalty Marketing, Ryan Pua.**

“American Express is always reviewing and redefining our product offerings and benefits to ensure it is tailored to support the evolving needs and lifestyles of our customers. The introduction of the Singapore Airlines KrisFlyer American Express Platinum Credit Card strengthens our partnership with Maybank and shows our commitment to delivering products with the best rewards, to create meaningful experiences at home or abroad,” said **Sanjiv Malhotra, Vice President and General Manager, Global Network Services, Southeast Asia and South Pacific, American Express.**

In addition, the existing Singapore Airlines KrisFlyer American Express Gold Credit Card has been refreshed with a sleek design and revised card features. Gold cardmembers can earn 1 KrisFlyer mile for every RM1 spent with SIA, Scoot and KrisShop. E-commerce spending on the card will earn cardmembers 1 KrisFlyer mile for every RM3 spent, while all other local and overseas spending will earn them 1 KrisFlyer mile for every RM4 spent.

With the launch of the Platinum Card and the revamped Gold Card, Maybank expects an increase in card spending for the Singapore Airlines KrisFlyer American Express Credit Card series this year.

To reward its customers, Maybank is launching the ‘Time to Travel’ campaign for new and existing cardmembers. From now until 31 July 2022, five customers will have the opportunity to grab the Grand Prizes worth a total of 1 million KrisFlyer miles, while 50 lucky customers will get the chance to win a TUMI luggage each. Cardmembers must have a cumulative spend of at least RM20,000 to qualify for the prizes.

Malaysians with a minimum annual income of RM60,000 (for the Platinum Card) and RM36,000 (for the Gold Card) can apply for the Singapore Airlines KrisFlyer Platinum or Gold Credit Card via Maybank2u web. Alternatively, customers can apply for the cards at any Maybank branches in Malaysia. The annual fee for both cards will be waived in the first year of use.

Customers who apply by 31 May 2022 will receive additional RM300 cashback if they are among the first 200 customers to spend a minimum of RM300 within 45 days of card approval. As a welcome offer, Platinum cardmembers will receive 7,000 KrisFlyer miles and Gold cardmembers will receive 3,000 KrisFlyer miles, upon using the card for the first time.



For more information, please visit maybank.my/sia.
