



**Press Release**

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27 April 2017

**AmBank and BonusLink Launches New Visa Card**  
***AmBank BonusLink Visa Card redefines 'Rewards' to a whole new level***

**Kuala Lumpur, 27<sup>th</sup> April 2017** - AmBank (M) Berhad (AmBank), one of the largest banking groups in Malaysia and BonusKad Loyalty Sdn Bhd (BonusLink), Malaysia's premier loyalty company officially launched the AmBank BonusLink Visa Card today at Parkson Pavilion, Kuala Lumpur.

The new AmBank BonusLink Visa Card allows cardholders to accelerate the accumulation of their BonusLink Points with the 10X BonusLink Points offer when they shop at Parkson or fuel-up at Shell as well as on their everyday spending on dining, groceries, online purchases and entertainment. This is a vast expansion from the current locations, and literally allows an AmBank BonusLink cardholder to collect BonusLink Points anytime, anywhere on their everyday spend.

The Card also eases the need to carry too many pieces of cards, as this is a 2-in-1 card, where it is not just a Credit Card but also a BonusLink Card, hence cardholders will no longer need to hold two separate cards. Cardholders will earn two sets of points when they use the card at any BonusLink Partner outlets, one set granted by the Partner and another set by the Bank.

For the avid travelers, they can also enjoy Travel Insurance Coverage up to RM2 million, 2X BonusLink Points on their overseas purchases and five complimentary Plaza Premium Lounge visits for Signature cardholders.

**Dato' Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group said;**

"We are pleased to join hands with BonusLink as this partnership will enhance our customers' experience and engagement with AmBank. Currently, the bank has more than one million debit and credit card holders."

**Victor Goon, General Manager, BonusLink also added;**

"We were determined to create an extension Programme with a Payment card that not only enables our Members to collect a lot more BonusLink Points, but also help our Merchant Partners with exciting Promotions built around the usage of the Card. This AmBank BonusLink credit card rewards our Members with 10X Points at selected Merchants and two sets of BonusLink Points when they shop at BonusLink's Merchant Partners across 3,000 outlets nationwide. It is a definite step up for BonusLink and AmBank, collaborating to bring this value packed credit card to eight million BonusLink Members."

**Ng Kong Boon, Visa Country Manager for Malaysia said,**

"We are pleased to partner with AmBank and BonusLink to launch the AmBank BonusLink Visa card in Malaysia. At Visa, we work closely with our bank issuers and partners to launch products that are relevant to our cardholders' needs. In addition, we introduce innovative solutions such as Visa payWave to displace cash and propel Malaysia towards becoming a truly cashless society, in line with Bank Negara Malaysia's objective."

The launch was also attended by Ms Jade Lee, Managing Director, Retail Banking, AmBank (M) Berhad, Mr Vince Au Yoong, Head of Cards & Unsecured Lending, AmBank (M) Berhad, Mr Peter Lee, Senior General Manager, Lion Group and Mr Loh Chai Hoon, General Manager of Operations, Parkson.

New-to-Bank Cardholders who apply for the AmBank BonusLink Visa Card before 31 December 2017 will also enjoy an additional 10,000 BonusLink Points upon their first swipe within 30 days from their card approval date. The new credit card targets the existing eight million BonusLink Members as well as any avid loyalty point seekers.

## **About AmBank Group**

AmBank Group is one of Malaysia's premier financial solutions groups with nearly 40 years of legacy in understanding Malaysians and provides a wide range of both conventional and Islamic financial solutions and services, including retail banking, wholesale banking, as well as the underwriting of general insurance, life assurance and family takaful.

The Group's purpose to help individuals and businesses in Malaysia grow and win together shows our renewed vision to support and empower our customers and our people to achieve their aspirations. This purpose underpins the Group's holistic "Top Four" Aspiration, focused on sustenance, improvement and growth in key segments and products as well as our role as an Employer. AmBank Group – a modern Malaysian diversified financial solutions partner that understands and meets the diverse needs of modern Malaysians.

The Group receives strong support from the Australia and New Zealand Banking Group ("ANZ") (one of Australia's leading banks) particularly in Board and senior management representations, risk and financial governance, products offering and new business developments. In the general insurance business, the Group has partnered with Insurance Australia Group Ltd ("IAG"). Whilst in the life assurance and family takaful businesses, the Group has a partnership with MetLife International Holdings Inc. ("MetLife"). The Group benefits in terms of expertise transfer from IAG and MetLife. AMMB Holdings Berhad is the holding company of AmBank Group and is a public listed company on the Main Market of Bursa Malaysia.

For more information, please visit [www.ambankgroup.com](http://www.ambankgroup.com)

## **About BonusKad Loyalty Sdn Bhd**

BonusLink is Malaysia's most successful loyalty marketing company and is a service provider to big brands such as Shell, AmBank, Parkson, Firefly, Caring Pharmacy and many more eminent brands. BonusLink is more than a one-destination card, gladly accepted by many of Malaysia's best brands nationwide, covering the transportation, banking and finance, healthcare and fashion industries. Since its inception in 1998, BonusLink's membership base has grown to over 8 million Members comprising two thirds of the urban population in Malaysia.

Visit [www.bonuslink.com.my](http://www.bonuslink.com.my) to find all you need to know about BonusLink.

## **About Visa**

Visa Inc. (NYSE: V) is a global payments technology company that connects consumers, businesses, financial institutions, and governments in more than 200 countries and territories to fast, secure and reliable electronic payments. We operate one of the world's most advanced processing networks – VisaNet – that is capable of handling more than 65,000 transaction messages a second, with fraud protection for consumers and assured payment for merchants. Visa is not a bank and does not issue cards, extend credit, or set rates and fees for consumers.

Visa's innovations; however, enable its financial institution customers to offer consumers more choices: pay now with debit, pay ahead of time with prepaid or pay later with credit products. For more information, visit [www.visa.com.my](http://www.visa.com.my).

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