



**AmBank Group**

## **MEDIA RELEASE**

31 July 2024

### **AmBank elevates travel experiences with launch of Visa travel Credit Cards in exclusive partnership with Enrich by Malaysia Airlines**

AmBank has entered in an exclusive partnership with Enrich, Malaysia Airlines' travel and lifestyle loyalty programme, to launch two new travel credit cards, the AmBank Enrich Visa Infinite Credit Card and AmBank Enrich Visa Platinum Credit Card. Powered by Visa, these co-branded credit cards aim to offer avid travellers a world of privileges, lifestyle rewards and priority services.

Cardholders of the new AmBank Enrich Visa Credit Cards can enjoy exclusive travel perks, including up to 10% discount all year round on Malaysia Airlines flights, earning Enrich Points for every spend, complimentary access to Malaysia Airlines Golden Lounge, fast track to Enrich Elite Status, and travel insurance covering personal accidents, missed or delayed flights, as well as luggage delay or lost.

"We are excited to expand our partnership with our national carrier, Malaysia Airlines, with its renowned reputation for bringing Malaysian Hospitality to over 900 destinations across 170 territories. This collaboration comes as we have seen a significant increase in our customers' travel-related and airlines spending with a jump of 45% from pre-Covid period. These cards are not just credit cards; they provide a gateway to extraordinary experiences where the journey is as rewarding as the destination," said **Aaron Loo, Managing Director, Retail Banking, AmBank.**

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Issued by Media Relations Unit, Group Corporate Communications & Marketing, AmBank Group Level 40, Menara AmBank, 8, Jalan Yap Kwan Seng, 50450 Kuala Lumpur

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**According to Philip See, Chief Executive Officer of Loyalty and Travel Services, Malaysia Aviation Group,** “We are pleased to usher in a new era of travel rewards through our co-branded partnership with Visa and AmBank. This exclusive collaboration aims to redefine the travel landscape by offering exclusive benefits to Enrich members and we invite everyone to embark on a journey where every transaction unlocks unparalleled rewards and creates memorable experiences to dream destinations and beyond.”

**Serene Gay, Group Country Manager, Regional Southeast Asia, Visa,** said, “Visa is delighted to partner with AmBank and Enrich to offer the new co-branded credit cards. The launch is particularly timely and in tandem with a current healthy appetite for international travel among Malaysians, where cross-border payment volume by Malaysian cardholders grew over 30% compared to the previous year<sup>1</sup>. Based on our recent study<sup>2</sup>, Malaysian travellers intend to take an average of 2.7 international trips this year. We believe the speed, convenience, and security that are synonymous with digital payments together with a suite of privileges will help elevate cardholders’ experiences when they travel and pay with Visa.”

As part of the launch, AmBank also introduced a limited time only welcome offer for new applicants until 30 September 2024. Successful new applicants can receive up to 10,000 Enrich Points, a trip for 2 to London in Business Class

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<sup>1</sup> VisaNet data March 2023 to March 2024

<sup>2</sup> Visa conducted the Global Travel Intentions Study in 2023 to learn about the dynamics and preferences of outbound travellers from April to June 2023. The study examined the travel trends and payment behaviour of 1,045 Malaysian travellers who have travelled overseas for leisure in the past year and intend to travel for leisure in the next year.



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or Phuket in Economy Class by being a top spender, and an additional up to 10,000 Enrich Points for every successful referral.

For more information and to apply for the AmBank Enrich Visa Infinite Credit Card or AmBank Visa Platinum Enrich Credit Card, please visit [ambank.com.my/MH](http://ambank.com.my/MH). The campaigns are subjected to terms and conditions.

### **About AmBank Group**

*AmBank Group is a leading financial services group with over 40 years of expertise in supporting the economic development of Malaysia. We have over three million customers and employ over 8,000 people.*

*The Group was listed on the Main Market of Bursa Malaysia in 1988. It is the sixth-largest banking group by assets in Malaysia, with a market capitalisation of more than RM13 billion as at 31 March 2024.*

*AmBank Group serves over three million individual and corporate customers. It provides services in wholesale banking, retail banking, business banking, investment banking and related financial services which include Islamic banking, underwriting of general insurance, life insurance, family takaful, stock and share broking, futures broking, investment advisory and asset management services in unit trusts and real estate investment trusts.*

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

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### **About Visa**

*Visa (NYSE: V) is a world leader in digital payments, facilitating transactions between consumers, merchants, financial institutions and government entities across more than 200 countries and territories. Our mission is to connect the world through the most innovative, convenient, reliable and secure payments network, enabling individuals, businesses and economies to thrive. We believe that economies that include everyone everywhere, uplift everyone everywhere and see access as foundational to the future of money movement. Learn more at [Visa.com](http://Visa.com)*

### **About Enrich**

*Enrich, the Travel & Lifestyle Loyalty Programme of Malaysia Airlines brings you a world of privileges, lifestyle rewards, and priority services. Earn Enrich Points when you fly with Malaysia Airlines, **oneworld**® member airlines and Enrich partner airlines. You can also earn Enrich Points on your bank credit card points conversion, hotel stays, tour bookings, car rental, fuel purchases, dining and retail spends with a host of lifestyle partners. Redeem Enrich Points for flights, seat upgrades, in-flight duty-free, Malaysia Airlines Golden Lounge access, hotel stays, dining, loyalty points swap, shopping e-vouchers and many more. With Enrich Hotels, select from an extensive range of over 800,000 hotel properties worldwide ranging from boutique hotels to international resorts to suit your every need and preference.*

*Enjoy rewarding travel and lifestyle experiences as you unlock greater privileges each time you move up to the next Enrich Elite tier. Be recognised across all **oneworld**® member airlines with your coveted **oneworld**® status.*

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