



Media Release

ANZ Strengthens its Cards Market Leadership with New Travel Segment Strategy

Jakarta, 5 September 2012 - PT Bank ANZ Indonesia (ANZ) today launched the ANZ Travel Card, a credit card for frequent business and leisure travellers in Indonesia, reaffirming its position as a leading credit card player in Indonesia.

Based on the research from *Badan Pusat Statistik* (the Central Bureau of Statistic), the number of domestic travellers using air transportation has continued to increase in the second half of the year 2012 by around 5%. According to the Ministry of Tourism and Creative Economy, the increase is largely due to the fact that the Indonesian emerging affluent class has grown rapidly in recent years and as this market segment becomes more affluent, travel for leisure and business across international and low-cost carriers have also increased significantly.

ANZ Vice President Director of Consumer Banking, Mr. Ajay Mathur, said: "We are pleased to introduce our first-of-its-kind credit card in the travel segment. With ANZ Travel Card, our card holders and their family can travel around the world with over 60 airlines by accumulating and converting their spending into air miles and enjoying the best benefits amongst all travel cards in the market."

"With our expertise and knowledge of Indonesia, we understand that frequent travellers want faster mileage accumulation and travel conveniences. With ANZ Travel card, card holders are able to earn more air miles with every transaction on their credit card enabling them to enjoy more trips around the world and more frequently." Mr. Mathur said.

Ellyana Fuad, President Director of PT Visa Worldwide Indonesia, said: "Our research shows that consumers are passionate about travelling for both leisure and business. Visa's 2011 Global Travel Intentions Survey¹ shows that respondents intend to make an average of four international trips in the next two years. This is an 11-percent increase from the year before. The ANZ Visa Travel Card is ideal for frequent travellers as it offers cardholders access to a wide range of travel services and lifestyle privileges that Indonesian cardholders can enjoy with the security and reliability of Visa's trusted brand."

ANZ Travel Card features:

- **Fly faster.** The fastest mileage accumulation with each transaction on the ANZ Travel Card; card holders can redeem a free air ticket with the transactions of only IDR 5 million/month.
- **Extensive choices of airlines.** Card holders can redeem ANZ Mileage with up to 60 airlines under the Frequent Flyer program.
- **Unique Travel and Redeem program.** Through the Travel & Redeem program, ANZ Mileage can be converted into any travel related spending such as air tickets (local and domestic, all year round), accommodation and transportation services or tour packages.
- **Airport privileges.** Access to up to 600 executive airport lounges worldwide and complimentary food and beverage at selected airport Starbucks outlets and complimentary food at Starbucks Changi Singapore.
- **Peace of Mind.** Complimentary travel insurance and medical benefits with up to IDR 10 Billion coverage for cardholders and their families.

¹ The Visa Global Travel Intentions Survey 2011 was an online survey conducted by Nielsen in February and March 2011. The survey asked 11,620 respondents from 23 countries and territories around the world (Australia, Brazil, Canada, Chinese Taipei, Croatia, Egypt, Germany, Hong Kong, India, Japan, Mainland China, Malaysia, Mexico, Morocco, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Thailand, the United Kingdom, the United States and the United Arab Emirates) about past and future travel plans. For each market, respondents were internet users, aged 18 years or above, had travelled internationally for holidays in the past two years or have the intention to do so in the next two years.



- **Free extra mileage points.** Welcome bonus of 3,000 and 2,000 ANZ Mileage for ANZ Travel Visa Signature and ANZ Travel Visa Platinum respectively.
- **End to End Travel benefits.** Discount on airlines tickets, car rental, airport transfer service and special rates on hotel accommodation. Golf lovers can also enjoy complimentary green fees in Indonesia and 50% off green fees overseas. Travel arrangements by ANZ TeleTravel free-surcharge facility and 0% three month instalment

About Visa

Visa 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 digital currency. Underpinning digital currency is one of the world's most advanced processing networks—VisaNet—that is capable of handling more than 20,000 transaction messages a second, with fraud protection for consumers and guaranteed 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, ahead of time with prepaid or later with credit products. For more information, visit www.corporate.visa.com.

About ANZ

ANZ Group first established its presence in Indonesia in 1973 as ANZ Grindlays. Through its comprehensive network of 28 branches in 11 cities across Indonesia, PT Bank ANZ Indonesia (ANZ) will continue to provide its customers with a full-fledged banking suite covering consumer finance including credit card and personal loan and retail & wealth services, private banking, commercial banking and institutional banking where the Bank is particularly focused on natural resources, infrastructure and export industries. ANZ is rated AAA (idn) by Fitch as per December 2011 and was recognised as the number one joint venture bank in Indonesia by *Infobank* magazine in 2011.

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