



## Media Release

For Release: 21 November 2011

### **ANZ launches Visa Platinum Credit Cards in Vietnam**

ANZ today announced the launch of ANZ Visa Platinum Credit Cards in Vietnam, providing exclusive privileges to its growing number of affluent customers in the country.

Signature Priority Banking customers will automatically qualify to receive the ANZ Signature Priority Banking Visa Platinum Credit Card, and selected customers will qualify for the ANZ Visa Platinum Credit Card.

Mr. Tareq Muhmood, CEO of ANZ Vietnam, said: "We are very excited to complement our product offering to the growing number of affluent customers in Vietnam with the new ANZ Visa Platinum Credit Cards. This further reflects our long term commitment to develop services and improve the lifestyle of our customers in Vietnam.

The ANZ Visa Platinum Credit Cards provide customers with exciting ANZ Spot privileges with high discounts, a unique rebates scheme and a special focus on dining offers."

Key benefits of ANZ Visa Platinum Credit Cards are:

1. Visa Platinum Concierge service assistance on travel, dining, shopping requests and everyday, business or special needs
2. Travel insurance coverage of up to USD500,000 when full travel fares are charged to the ANZ Visa Platinum Card
3. Exciting privileges with our network of ANZ Spot merchants across Asia
4. Special lifestyle privileges, including up to 75% discount on hotel deals when booking on Agoda or Hotelclub websites, complimentary golf green fees at five top golf clubs in Vietnam and discounts at over 300 golf clubs worldwide
5. Exclusive private and preview sales of top luxury brands specially held for ANZ Visa Platinum cardholders

Additionally, customers will receive a quarterly rebate on their spending if they make 15 transactions per calendar quarter at selected ANZ Platinum Partners. The ANZ Signature Priority Banking Visa Platinum Credit Card will offer a rebate of up to 6% to a maximum of VND1,500,000, while the rebate for the ANZ Visa Platinum Credit card will be up to 3% to a maximum VND600,000.

The ANZ Visa Platinum Credit Cards are an important addition to ANZ Vietnam's credit card suite including Classic and Gold cards, which were introduced in the market in 2009. ANZ is also the first to introduce instalment plans by ANZ credit card, allowing ANZ cardholders to purchase or make cash withdrawals and convert these into monthly instalment payments at low interest rates.

ANZ was among the first international banks to operate in Vietnam after establishing its first office in 1993. ANZ has 10 outlets in Vietnam and offers a full range of international banking services across Institutional and Corporate Banking, Financial Markets, Trade Finance, Commercial Banking and Retail & Wealth Banking. ANZ also offers customers the convenience of ATMs and Mobile Bankers. In September 2010, ANZ introduced Signature Priority Banking provide a personalised banking service to affluent customers.

\*For a full list of ANZ Platinum Partners and ANZ Spot offers, visit [anz.com/Vietnam](http://anz.com/Vietnam)

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