

press release

Standard Chartered launches VISA Manhattan Platinum Credit Card for UAE's young and affluent segment

New lifestyle card offers best-in-market reward points programme and entertainment benefits for all cardholders

Dubai, United Arab Emirates, 24 June 2014 – Standard Chartered launched today the VISA Manhattan Platinum Credit Card, which has been designed to complement the lifestyle of the young, entertainment focused and affluent segment in the UAE. The new card offers maximum value to its customers by combining a competitive rewards programme as well as access to Standard Chartered privileges including discounts and offers at hundreds of outlets in the UAE. The VISA Manhattan Platinum Credit Card provides cardholders with benefits across a wide range of items, including fashion, electronics, travel, entertainment and dining.

The VISA Manhattan Platinum Credit Card allows customers to enjoy the benefits of 360° Rewards Programme, the best credit card loyalty programme in the UAE, where customers will be able to earn 2 reward points for every USD 1 spent. The reward points can be earned on all purchases in the UAE as well as across the world and can be redeemed for over 200 items on a unique online platform. Combined with this reward programme, customers are also able to get a 50 per cent discount on movie ticket purchases at VOX cinemas and 'Buy One, Get One Free' offers at Tim Horton's, Caribou Coffee, and Coldstone Creamery. In addition, cardholders can benefit from a free 'Meet and Greet' service at airports across the world.

Mohsuin Nathani, Chief Executive Officer , Standard Chartered UAE, said:

“As one of the leading banks in the UAE, Standard Chartered introduces its products in the market after thorough research and feedback from customers. The VISA Manhattan Platinum Credit Card is specially targeted at our growing young and affluent customers who seek value-added benefits and premium privileges to their lifestyle. We believe that the VISA Manhattan Platinum Credit Card will give our valued customers the freedom to fulfill both – their everyday requirements and their unique lifestyle needs.”

Marcello Baricordi, General Manager UAE and Global Accounts Lead at Visa Inc. MENA, said:

“We are delighted to partner with Standard Chartered Bank to launch Manhattan Lifestyle Visa Platinum card, a truly lifestyle rewarding card designed for easy access to the better things in life. The Manhattan Visa Platinum card offers a diverse selection of travel, dining, shopping and lifestyle opportunities, and with automatic purchase protection and extended warranty cover, cardholders can rest assured that new purchases are protected. Also, during their travels, Manhattan Lifestyle Visa Platinum cardholders will have access to our international support network in the case of a medical emergency or when a card is lost or stolen, further reinforcing the reliability and security of using a Visa card when travelling.”

Standard Chartered has the largest retail distribution network among international banks operating in the UAE with 11 branches, five Electronic Banking Units and more than 100 ATMs and Cash Deposit Machines spread across the country. The bank has received many international rewards and accolades for delivering world-class banking solutions.

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Note to Editors:

Standard Chartered

We are a leading international banking group, with more than 86,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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