



Media Release

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SRCB and ANZ launch co-branded Platinum and World Travel Card credit card in China

Shanghai Rural Commercial Bank (SRCB) and Australia and New Zealand Banking Group Limited (ANZ) today announced the launch of a co-branded Platinum and World Travel Card credit card for affluent customers of both banks in China.

The new card is the first in China to combine a China Unionpay RMB Priority Platinum Card and a MasterCard USD World Card to provide a premium, dual-card, dual-currency package for customers to use at home and abroad.

Speaking at the launch ceremony in Shanghai today, ANZ Chief Executive Officer Mike Smith said: "The co-branded Platinum and World Travel Card is another significant milestone in ANZ's strategic partnership with SRCB and highlights the quality of collaboration between our two banks."

The new card brings together ANZ's expertise in credit cards and affluent banking with SRCB's strength in retail banking to provide customers in China with an innovative card that will bring them benefits at home and when travelling abroad.

Cardholders will enjoy a number of travel-related benefits including airport lounge services, travel insurance and air mileage programs, special merchant offerings from China Unionpay, MasterCard and the ANZ Spot privilege program covering most countries and markets in the Asia Pacific Region, as well as a chauffeur service and free medical check up.

The new card will be available immediately through SRCB branches in China.

ANZ and SRCB began working closely together in 2010 to develop their credit card capabilities in China using ANZ's expertise in credit cards and affluent banking services and SRCB's retail customer base of close to 7 million accounts and its extensive distribution network of over 330 outlets in Shanghai, and Hunan and Zhejiang provinces.

ANZ's partnership with SRCB was established in September 2007 and ANZ now holds a 20% stake in SRCB.

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