

# DBS Vantage Visa Infinite Credit Card: A Premium Metal Card Redefining Wealth Beyond Financial Aspects

A card to explore five dimensions of wealth: financial, physical (health), time, emotional well-being (wellness), and sustainability.

# PAYMENT

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DBS Indonesia, a leading financial institution, have partnered with **IDEMIA Secure Transactions (IST) to launch a premium metal credit card with an integrated benefits program, designed to help customers achieve a holistic lifestyle, and one that goes beyond traditional financial rewards.**

The **DBS Vantage Visa Infinite Credit Card** caters specifically to the bank's premium and high-net-worth clients. The card program is **built around the five dimensions of wealth: financial, physical (health), time, emotional wellbeing (wellness), and sustainability**. Drawing on insights from a 2024 DBS survey conducted with a targeted group of 400+ customers, combined with findings from a separate 2025 consumer survey by Visa, the program aims to address what matters most to its customers.<sup>1</sup>

Both the DBS and Visa surveys reveal that Indonesians are increasingly prioritizing health, social and sustainability impact, and emotional well-being by travelling for recreation purposes.

*As a customer-centric bank, we understand that customer aspirations are constantly evolving, including how they define wealth. Today, wealth has a broader meaning that extends beyond financial aspects, with customers increasingly prioritizing health, meaningful experiences, quality time, and positive contributions to the environment.*

Ari Lastina, Head of Cards and Loan Business, PT Bank DBS Indonesia

The card is built around those priorities, starting with an offer of comprehensive medical check-ups in Indonesia or Singapore, and 24/7 Vantage Medical Concierge support in Singapore and Malaysia. Travel perks include flexible lifetime expiry points redeemable with no waitlist for any airline to any destination, domestic and international airport lounge privileges, and complimentary, comprehensive travel insurance. Rounding out the offer, 0% installment for up to 12 months for overseas transactions, maximizing cardholders' premium experiences and continuous benefits.

*True wealth is not just about numbers but about health, freedom, and the quality of our daily lives. We present this card as an embodiment of our vision to help customers live a richer life in the truest sense. This card also complements Bank DBS Indonesia's wealth management solutions as a trusted partner for global wealth, supported by a wide selection of preferential privileges, including travel, wellness, and education.*

## Crafting the DBS Vantage Metal Experience with IST

The unique DBS Vantage Visa Infinite Credit Card is a sleek metal card built on IST's **Smart Metal Art foil technology**, delivering a distinct premium look and feel. DBS favored this format, in part for its composition of **80% recycled metals**.

Over the past five years, IST and DBS Indonesia have been steadily expanding their partnership, beginning with PVC cards and adding rPVC cards in 2024. The introduction of metal cards represents the next chapter, with IST managing the card manufacturing.

### Metal Cards in Indonesia

This launch taps into growing demand for premium cards, driving loyalty and engagement while catering to consumers' lifestyle aspirations. Even amid the rapid rise of digital and QR-based payments in Indonesia, physical cards remain highly preferred, with metal cards increasingly sought by high-net-worth individuals, signaling the premium trend shaping the market.

*We are thrilled to bring this premium card experience to DBS Indonesia's customers, offering a unique solution that supports a holistic lifestyle. The launch of this metal card also reflects the growing demand for tangible, high-quality payment experiences in Indonesia, and our commitment to meeting customer needs and preferences.*

Romain Zanolo, SVP APAC & India, Payment Services, IDEMIA Secure Transactions

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<sup>1</sup> Original article citing survey: Kartu Kredit DBS Vantage Visa Infinite: redefining wealth, melampaui aspek finansial

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