



## IDEMIA delivers the new metal HSBC Black Credit Card

IDEMIA, the global leader in Augmented Identity, is delivering the all-new and exclusive HSBC Black Credit Card - a dual interface (contact and contactless) metal veneer card made to deliver unique travel and lifestyle experiences to its cardholders.

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IDEMIA's metal cards are the newest addition to HSBC's credit card offering in the UAE. The new HSBC Black Credit Card is designed for the affluent customer segment and it features exclusive benefits including 200,000 sign-up Air Miles, 100,000 anniversary Air Miles, accelerated rewards earning up to 2.5 Air Miles per 1 AED spent on the card, unlimited complimentary airport lounge access for cardholders and guests, complimentary HSBC Entertainer including 'Fine Dining' and 'Cheers', complimentary golf, International Concierge and much more.

The new card comes in a contemporary design and luxurious metal finish along with contactless capabilities.

*IDEMIA is excited to deliver this premium, top-of-wallet product to HSBC as part of our journey together through our long-term partnership. A key goal of this alliance is to provide the latest innovations that secure an increased demand for high-end products and services to HSBC's valued customers. We are proud to be offering a diverse portfolio of metal card products as a key asset to any bank who seeks to attract and retain the high net worth individual.*

*Muzaffar Khokhar, Regional President for Middle East and Africa at IDEMIA*

*HSBC is delighted to have partnered with IDEMIA to bring this innovative metallic card to our customers. The HSBC Black Credit Card, with its unique design and bespoke benefits will provide customers with experiences that they will cherish for the rest of their lives. From travel to culinary experiences, culture and shopping, there's no limit to where the benefits can take them.*

*Kunal Malani, Regional Head of Customer Value Management, MENA and Turkey, HSBC Middle East*

**About IDEMIA** - OT-Morpho is now IDEMIA, the global leader in Augmented Identity for an increasingly digital world, with the ambition to empower citizens and consumers alike to interact, pay, connect, travel and vote in ways that are now possible in a connected environment.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, we reinvent the way we think, produce, use and protect this asset, whether for individuals or for objects. We ensure privacy and trust as well as guarantee secure, authenticated and verifiable transactions for international clients from Financial, Telecom, Identity, Public Security and IoT sectors.

OT (Oberthur Technologies) and Safran Identity & Security (Morpho) have joined forces to form IDEMIA. With close to \$3 billion in revenues and 14,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, visit [www.idemia.com](http://www.idemia.com) / Follow @IdemiaGroup on Twitter



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