Mashreq raises the bar on premium card payment experience with IDEMIA

Mashreq Bank selects IDEMIA's smart metal cards toprovide an elite experience to its premium customers, becoming the largest issuer of metal cards in the UAE

 # PAYMENT

POSTED ON 04.15.19



Mashreq Bank, one of the leading financial institutions in the UAE, boasts a proud tradition of introducing cutting-edge banking products for its customers. It was the first bank to introduce "Portrait", the UAE's first "selfie" credit card, which allowed card holders to upload a photo of their choice from their cell phone and receive a customized credit card.

Driven by its innovative culture, Mashreq was also one of the early adopters of metal cards in the UAE. Leveraging **IDEMIA's smart metal technology**, Mashreq introduced **personalized metal cards as a premium payment instrument**, replacing the Solitaire card, for its high-end customer segment in 2016.

Mashreq and IDEMIA: a history of leadership

Powered by IDEMIA's expertise in design and personalization services, the Mashreq **metal bank card** serves as a prestigious and unique status symbol for its card holders. This drive to ensure customer excellence has seen Mashreq Bank issue over 15,000 metal cards to its premium customers since its introduction.This is the highest number of metal cards issued by a single bank in the UAE.

> *We are extremely pleased to be working with IDEMIA for our metal card products. Throughout our partnership, IDEMIA has supported Mashreq with proven and innovative technology so that we are able to deliver a signature payment experience to our high-end segment to complement the lifestyle of our elite consumer base.*
>
> Pankaj Kundra, Head of Payments at Mashreq Bank

> *We are proud that our metal card technology has been Mashreq Bank's preferred choice since 2016. This is yet another step that deepens our relationship, which started out in 2011. As a market leader in metal cards, IDEMIA strives to provide our clients with high-quality products that reflect their commitment to high-end customers.*
>
> Julia Schoonenberg, Senior Vice President (Middle East & Africa), Financial Institutions, IDEMIA

About us - IDEMIA, the global leader in Augmented Identity, has the ambition to provide a trusted environment enabling citizens and consumers alike to perform their daily critical activities (such as pay, connect, travel and vote), in the physical as well as digital space.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions, we reinvent the way we think, produce, use and protect one of our greatest assets – our identity – whether for individuals or for objects, whenever and wherever security matters. We provide Augmented Identity for international clients from Financial, Telecom, Identity, Public Security and IoT sectors.
With 13,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, visit www.idemia.com / Follow @IDEMIAGroup on Twitter

About Mashreq - Established in 1967, Mashreq is the oldest Bank in the UAE with award-winning financial solutions and services. Throughout its 50 years' history, Mashreq has differentiated itself through innovative financial solutions, making it possible for its customers to achieve their aspirations. Today, Mashreq has a significant presence in 11 countries outside the UAE with 26 overseas branches and offices across Europe, USA, Asia, and Africa.

Mashreq launched its new Vision and Mission in 2016, outlining its commitment towards its clients, colleagues and the community. In line with its new Vision to be the region's most progressive bank, Mashreq leverages its leadership position in the banking industry to enable innovative possibilities and solutions for its customers across Corporate, Retail, International, Treasury and Islamic Banking. Mashreq is proud to be the first financial institution in the UAE to be awarded the Gallup Great Workplace Award for fifth consecutive years from 2014-2018. Mashreq also continues to invest in recruiting, training and developing future generations of UAE National bankers.



your press contact(s).

IDEMIA - HAVAS PARIS PR AGENCY

+ 33 6 63 73 30 30

idemia@havas.com