

Press Release

FOR IMMEDIATE RELEASE

### **Barclays wins Best Credit Card Product in Africa award for 2014**

- **Barclays launched Worldmiles, a unique membership programme available exclusively to Platinum Barclaycard holders**
- **Unlike other co-branded miles reward credit cards that are exclusive to one airline, customers can redeem tickets from any airline registered with IATA**
- **Barclays acquired 28,000 customers and gained 31% market share within the first year of the programme's launch**

**Dubai, April 30<sup>th</sup> 2014**—Barclays has been named the winner of Best Credit Card Product in Africa award for the year 2014 at The Asian Banker's first annual Middle East and Africa Awards Ceremony. The ceremony was held at the Ritz Carlton, DIFC, Dubai on April 30<sup>th</sup> 2014.

As economies expand and people become wealthier across Africa, the demand for travel is increasing at a rapid pace especially among affluent segment customers. To meet customer needs, Barclays launched its Worldmiles programme for its Platinum Barclaycard holders. Under this programme, customers can earn airmiles on every dollar spent.

Unlike other co-branded miles reward credit cards that are exclusive to one airline, Worldmiles members can redeem their Worldmiles for tickets from any airline registered with IATA. Moreover, Worldmiles is not restricted by season or seat.

Barclays acquired 28,000 customers within the first year of the card's launch and the Barclays Worldmiles Platinum cards has gained 31% market share. Barclays has 18% market share of credit card spends.

The Asian Banker's Middle East and Africa Awards are acknowledged by the financial services industry as the highest possible accolade available to professionals and banks in the industry in the Middle East and Africa.

A stringent three-month evaluation process based on a balanced and transparent scorecard has been used to determine the winners.

#### **About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Dubai as well as representatives in London, New York

and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

For more information please contact:

Mr Ashan Abeyratne  
Tel: (+65) 6236 6513  
[aabeyratne@theasianbanker.com](mailto:aabeyratne@theasianbanker.com)