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Press Release

Embargoed for 6th October 2017

## **Metrobank receives Retail Payments Product of the Year in Philippine Country Awards for 2017**

- **Metrobank developed and enhanced its Metrobank Debit MasterCard with the customer experience in mind**
- **The bank has created more use-cases for its debit card by strengthening its merchant partnerships**
- **The bank will replace all debit cards to EMV-enabled cards by January 2018**

**Makati, Philippines 6<sup>th</sup> October 2017**— Metrobank received the **Retail Payments Product of the Year in Philippine Country Awards** for 2017 at The Asian Banker's Future of Finance in Philippines Awards Programme 2017. The awards ceremony was held in conjunction with the region's most prestigious retail banking event, the Future of Finance in the Philippines, at the Fairmont Hotel on October 6, 2017.

### **Metrobank developed and enhanced its Metrobank Debit MasterCard with the customer experience in mind**

Designing the debit card based on customer needs, the bank focused on security, access and customer service. It provides account access through its large branch and automated teller machine network, as well as digital channels. With over 43.3 million MasterCard-affiliated global acceptance locations, payments can be done seamlessly. It also provides instant issuance of personalised card which eliminates the need for the customer to visit the branch.

### **The bank has created more use-cases for its debit card by strengthening its merchant partnerships**

Metrobank has established partnerships with Zalora, Lazada and other merchants to encourage the payment use of debit cards. It also offers customers rewards and discounts to further drive transactions. As a result of its vigorous effort to grow its debit cards, the bank has achieved 22% income growth in 2016.

### **Metrobank's will replace all debit cards to EMV-enabled cards by June 2018**

Complying with the mandate of the Banko Sentral ng Pilipinas to issue customers EMV (Europay, MasterCard, Visa) chip-enabled cards by June 2018, Metrobank has been working on replacing existing customer cards. To date, the bank has converted almost half of its debit cards to EMV-enabled cards. The bank's target to start deactivating magnetic stripe cards is November 15, 2017 and will be completed by January 15, 2018. Thus, meeting the requirement well ahead of the deadline.

About 200 senior bankers from award-winning banks in 25 countries in Asia Pacific, Middle East and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' efforts in bringing superior products and services to their customers. The

awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants, and academics, is the most prestigious of its kind.

A stringent evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

### **About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, 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.

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