



PREMIUM



New and unique PBZ Card Premium Visa cards have been presented to the market

*PBZ Card Premium Visa cards combine the card benefits and services developed by PBZ Card, leader on the Croatian card market, as well as the advantages and benefits of Visa*

**Zagreb, July 2, 2019** – In the exclusive event at the Croatian Artists' Association in Zagreb, a new PBZ Card Premium Visa card, a unique and innovative card product has been presented to a number of prominent customers and business partners. PBZ Card Premium Visa portfolio offers twelve cards that combine premium card features and services developed by PBZ Card, the leader in the Croatian card market, as well as the number of benefits and privileges offered by Visa.

"PBZ Card Premium Visa cards are the result of the strength and synergy of PBZ Group, the leading financial group and leader on the Croatian card market, and our partner Visa, the leader in the introduction of innovative technology solutions and one of the strongest global card brands. Premium Visa cards are the essence of our long-standing business, knowledge and experience in providing card services. We shall provide our customers and business partners with top-level service and ultimate dedication to their needs, premium card features and functionality, and modern and technologically advanced solutions. That is why these cards represent the premium products of the Croatian card offer", said **Dinko Lucić**, President of the Management Board of **Privredna banka Zagreb**.

PBZ Card Premium Visa cards offer technologically the most advanced contactless payments, the largest insurance package, as well as other premium benefits, such as Premium Rewards – the largest customer rewarding program, Payment in instalments without interests and fees, cards based loans, Premium offers, Premium Travel Services, Global/Gold Assist road assistance etc. The cards will also have Visa's additional benefits, such as the highest grade of acceptance in the country and the world, the highest security standards and modern payment solutions.

"We are very honoured and proud that PBZ decided to cooperate with Visa as the best partner for further development of superior and best in class cards solutions and experience for customers. Our cooperation puts PBZ Card and Visa on a new path, with both companies working to accelerate the adoption of safe, reliable and convenient payments for consumers and business` but also merchants. Visa enables fast, secure and reliable electronic payments in more than 200 countries and territories. Croatian cardholders of Visa cards, issued by PBZ Card, will join 3.3 billion Visa cardholders in the world and their cards will be accepted in Visa's network of 54 million merchant locations around the world. I am very happy today to welcome cardholders of Visa cards, issued by PBZ Card, to the most frequently used and accepted card scheme in the world", said **Catalin Cretu**, sub regional director in **Visa**.

Great attention is paid also to the card's appearance and therefore they feature the motifs of the constellations and lion, which symbolize tradition, strength, courage, leadership and courage, which are also the characteristics associated with Premium Visa cards. These motifs are dominating on the Premium Visa Gold, the basic card of the PBZ Card Premium Visa Portfolio, Premium Visa Platinum and Premium Visa Infinite, the most prestigious card in our market.

"Thanks to the almost fifty years of tradition and excellence in card business, the result of which is the top service and numerous unique features and functionality that we have developed for our customers, and in some of them we were the first in the world, the exceptional cooperation and loyalty of our customers and business partners, and the new strength we have gained in partnership with Visa, we have developed superior card products that will be available to all citizens, regardless of the





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bank in which they have an account. We have created twelve cards that will enable each of our American Express users, as well as all new users, to enjoy all the benefits PBZ Card has developed, as well as added values of Visa", said Mislav Blažić, President of the Management Board of **PBZ Card**.

PBZ Card Premium Visa portfolio consists of: Premium Visa Gold, Premium Visa Platinum, Premium Visa Infinite, Visa Gold Croatia Airlines, Visa Croatia Airlines revolving card, Visa Card with a Heart, Visa Revolving, Visa Shopping, Visa Student, Visa Business Platinum, Visa Business Gold and Visa card for craftsmen.

For new users PBZ Card Premium Visa card will be available during August, with a special benefit – exemption from subscription and membership fees for the first year, for the application forms received by December 31 this year. Existing American Express cardholders will receive their Premium Visa cards no later than the end of the year and until then they can use American Express cards. Additionally, when they switch to a new Premium Visa card they will be rewarded with additional benefits and values under the same terms of use.

The official presentation of the Premium Visa cards was completed by the guest appearance of the renowned Croatian astronomer Korado Korlević from the Observatory Višnjan, the world's leading observatory, performance of Gibonni and Ivana Husar and dance ensemble Led Motion.