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Market Update – UnionPay International Co-Branded/Affinity Card Program Application

UnionPay International Co. Ltd. is announcing the application for a new Co-Branded/Affinity Card Program. The program is a collaborative effort between UnionPay and Dynamic Payment Co.Ltd, with IEMALL Limited as the Affinity Partner. This initiative aims to launch the UnionPay IEMall Co-branded Card, targeting New Zealand's market, primarily focusing on providing a seamless and versatile payment experience across various scenarios.

Key aspects of the program include:

Card Issuance and Usage Scenarios: Tailored for local New Zealanders, international travelers, and online merchants.

Program Start Date: 1 Nov 2023, with an estimated first-year card volume of 10,000-20,000 and an average transaction volume per card of \$300.

Target Audience: Diverse, including suppliers, consumers, and online merchants.

Benefits and Privileges: A range of benefits including discounts, cashbacks, reward points, and more.

Best regards,

Andy
Managing Director
MIE