

Byblos Bank Launches The First MasterCard World Business Credit Card In Lebanon

Ashrafieh, 12 April 2017 - Byblos Bank announced the launch of its MasterCard World Business Credit Card, becoming the first Lebanese bank to launch this new product intended exclusively for corporate clients.

Primarily designed to give companies more control over their finances, the MasterCard World Business Credit Card also offers its holders a wide array of functionalities and benefits. These include: free entrance to more than 550 airport VIP lounges worldwide; exclusive benefits for renting business offices at more than 1,600 locations worldwide; extended original manufacturer warranty for up to 2 years; and discounts on different products from approximately 52,000 merchants around the world.

"Companies are facing growing challenges today and need to have real-time control over their business," said Georges Fares, Head of Group Cards, Accounts and Bancassurance Products at Byblos Bank. "The features and benefits of the Byblos Bank MasterCard World Business Credit Card are designed to help companies make faster transactions anytime and from anywhere around the world, while keeping track of their finances and benefiting from exciting rewards," he added.

For his part Adam Jones, Head of Commercial Products for MasterCard Middle East and Africa, said: "We are pleased to launch the MasterCard World Business Credit Card in Lebanon to enable businesses, in this important market, to take advantage of the wide range of exclusive features and services that are offered as part of this product." He added: "From higher rewards and increased purchasing power to enhanced protection and other travel benefits – the card provides firm owners with a robust mix of privileges that contribute towards enhanced business operations."

Other key features of the card include an automatic enrolment in Byblos Bank Akram Program, Lebanon's most generous card loyalty program. This program enables cardholders to accumulate Loyalty Points/Miles and to exchange them for valuable gifts or travel tickets. The Byblos Bank MasterCard World Business Credit Card also provides insurance services with travel accident coverage of up to USD 500,000. Cardholders also benefit from a comprehensive and global emergency service, making it easier for them to report a lost or stolen card, or to replace their card. They are also given access to a secure code platform for online purchases.

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