



For Immediate Release

CIBC Caribbean Launches Mastercard Black Credit Card In The BVI

Tortola, British Virgin Islands, July 09, 2024 – CIBC Caribbean took to the stage at a gathering of invited guests to introduce the bank's latest credit card offering to the BVI.

The Mastercard Black Credit Card was launched at Brandywine Estate Restaurant on July 4 by a member of the bank's Executive, a director, senior managers and Platinum Banking Services team.

As guests were served cocktails and canapes at sunset, Mr. Fabian Devonish, Country Manager (Ag) welcomed all and set the scene for the bank's new Mastercard Black credit card launch. The premium credit card was introduced as part of the evolution of products and services offered by the bank to meet the needs and demands of its globally inclined clients.

"Having changed the look and feel of the branches to create a more conducive environment for customer relations, the bank is coupling personalised, face-to-face engagement with a mix of digital solutions with enhanced technology to make access to our products and services easier," said Mr. Devonish. "We've expanded the range of functions available at our ATMs and enhanced digital capabilities to match the needs of our clients who continue to tell us that they need services that are faster, convenient, simpler and, of course, secure. These innovations include the digital LoanStore, which leverages next generation technology to provide loan disbursements in under ten minutes after analysing the information our clients provide in their online application.

"With today's launch of the Mastercard Black Credit Card, we want our clients to feel a renewed sense of confidence in our ability to meet their financial needs. We will continue to deliver banking solutions with enhanced digital capabilities to simplify the way we do banking without compromising security," he said.

Mrs. Jennifer Fuller, Director, Enterprise Payments, Cards & Merchant Services, CIBC Caribbean, provided the details that distinguish the card from other credit cards.

"While our Credit Card line of products ensure that our clients have the versatility and convenience of managing their finances from anywhere in the world, this is no ordinary card," said Mrs. Fuller. "Listed by Forbes Advisor as among the "Most Exclusive Credit Cards of June 2024", the CIBC Caribbean Mastercard Black is the crème de la crème of our lineup. An elite product for an elite clientele. This is everything you expect it to be and more due to the benefits and exclusivity it offers. This includes 4 free airport lounge visits annually, purchase protection with delivery coverage, trip delay, luggage protection and travel insurance."

Mrs. Fuller went on to explain that cardholders are automatically enrolled in the CIBC Caribbean MyRewards Programme. "You can earn one point for each US\$1 spent on eligible transactions. Points may be redeemed for airline tickets, hotel accommodation, online purchases and contactless transactions using a virtual points card," she said.

Mrs. Deepa Boucaud, Executive Director, Retail Business Banking added further insight to the digitisation of the bank's products and services.

“Through our digital initiatives, our clients can bank anytime, anywhere and on any device,” said Mrs. Boucaud, “Our full catalogue of digital products is available 24/7 on our award-winning Mobile App or Online Banking platform. New Personal and Business Banking clients can also initiate the account opening process online making it easier, simpler, faster and greatly reduces time spent in branch or eliminates the need to visit the branch.”

Mrs. Boucaud made note of the improvement to the Cards Instant Issuance Service, which enables replacement cards to be issued the same day in branch, before a final word on the Mastercard Black product.

“As we build a bigger and better digitally enabled bank, our brand of relationship management affirms our client-centric approach and commitment to making all our clients’ ambitions, a reality. Our new card has been crafted to meet your diverse needs, offering a range of features and benefits that cater to your individual lifestyle and preferences, and will enhance your financial experience and reward your loyalty,” she said.

The soiree, with live guitar performance by Oren Hodge, was enjoyed by guests who received their cards that evening and took the opportunity to engage with the CIBC Caribbean team and fellow invitees.

CIBC Caribbean

CIBC Caribbean is a relationship bank offering a full range of market leading financial services through our Corporate and Investment Banking, Personal and Business Banking and Wealth Management segments. We are located in eleven (11) countries around the Caribbean, providing the banking services through approximately 2,700 employees in 45 branches and offices. We are one of the largest regionally listed financial services institutions in the English and Dutch speaking Caribbean, with US\$13 billion in assets and market capitalization of US\$1 billion. We also have a representative office in Hong Kong that provides business development and relationship management for our fund administration. The face of banking is changing throughout the world and CIBC Caribbean intends to lead these changes with the expertise, integrity and knowledge gained from banking in the Caribbean since 1836.

CIBC Caribbean is a member of the CIBC Group. CIBC is a leading Canadian-based global financial institution with 11 million personal banking and business clients. Through our three major business units - Retail and Business Banking, Wealth Management and Capital Markets - CIBC offers a full range of products and services through its comprehensive electronic banking network, branches and offices across Canada with offices in the United States and around the world.

For more information about CIBC Caribbean, visit www.cibcfib.com, [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

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