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Kazkommertsbank has increased the issue of credit cards by 12 times during one year

Almaty, June 12, 2017 – Kazkommertsbank has seriously increased its presence in the credit card market: its share has been increased from 4,7% up to 6,1% since the beginning of 2017. It became possible due to the record-breaking increase in the monthly issue of credit cards from 1 ths. in May of 2016 up to 12 ths. in May of 2017.

As a result, every third credit card in the country is issued by Kazkommertsbank today. The Qazkom credit cards portfolio has increased from 82,3 ths. up to 143 ths. since then (as at June 1, 2017).

«We consider this product as one of the most perspective areas and are planning to cover at least 15% of the market by the end of the year. *Compared to regular consumer loans with big amounts, periods and interest rates, the credit card line imposes much lesser debt load over the borrower. This is more convenient tool for daily activities and current costs. As for the Bank – this is also an opportunity to increase the retail lending portfolio with confidence and lesser risks*», - says Nurlan Zhagiparov, Managing Director of Qazkom.

Last May the Bank accepted a new strategy focused on retail customers and started issue of the number of new credit cards tied to loyalty programs. They all have unique offers focused on different categories of customers. Simultaneously the Bank has optimized a number of internal procedures, including assessment of the borrower's solvency. The Bank also has established the maximum credit line in the market in the amount of KZT 7,5 mln, whereupon, its level is established individually for every borrower depending on its solvency assessment results.

Issuing of My Card – the popular credit cards for those who travel abroad – has increased by more than 4 times since the beginning of 2017 – from 700 cards in January up to 3 ths. cards in May. This is due to advantageous product terms: a 3% bonus for purchasing air tickets in any air company and the extra 1% bonus – when purchasing tickets via Santufei.com. In addition, the My Card cardholders are paid the 15% bonus when doing settlements on weekends in the best restaurants in the world, including Kazakhstan, and also the 7% bonus when booking hotel rooms via booking.com.

Over 10 thousand of Qazkom clients have opened a special credit card of the depositor since the beginning of the year, which helps to avoid partial withdrawals from the deposit and offers to use the credit line up to 90% of the deposit amount instead. Thank to this, the interest remuneration on the deposit shall be totally preserved, whereupon,



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the depositor will be able to use the credit line for free during the grace period. No fees for non-cash payments by using the card; no annual card maintenance fees as well.

A grace period of 30-60 days is envisaged on all Qazkom credit cards. During this period the borrower can repay its debt on the credit line for free. A line of Qazkom retail credit cards enables customers to receive different bonuses in merchants, participate in campaigns, where valuable prizes are drawn lots, control their funds 24 hours and 7 days a week via Homebank.kz and mobile application.

Around 2,6 mln debit and credit cards of Kazkommertsbank are currently in circulation. The Bank issues the cards of largest payment systems such as Visa, MasterCard, and Union Pay International, is an exclusive issuer of American Express in Kazakhstan and the only bank, which accepts the cards of Diners Club.

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