

Press release

Relaunch of Viseca's Silver and Gold credit cards

Viseca's newly launched Silver and Gold credit cards offer even more. Among other things, the insurance benefits have been significantly extended and the design has been modernised. The new cards are made from recycled plastic. Moreover, the website now has a new look and the surprize loyalty programme rewards shop has been comprehensively updated. The revised range of services will apply from 1 May 2024.

Zurich, 2 May 2024 – Silver and Gold credit cards are Viseca's most popular payment products, accounting for around one quarter of the 4.2 million payment cards in circulation issued by Viseca. This makes it all the more important to have a fresh image and a contemporary range of services tailored to the needs of customers. After the successful relaunch of the Platinum credit card in April 2022, the Silver and Gold cards will now follow.

Significantly increased range of services

The already very extensive insurance benefits have been extended significantly once again. In future, cardholders of a Silver credit card will also benefit from purchase and transport insurance as well as delayed luggage insurance when travelling by air. Customers with a Gold credit card can also enjoy Priority Pass™ access to over 1,500 airport lounges worldwide and benefit from 1.5 surprize points for every Swiss franc spent. Both card products now also include cyber protection for the card and account, meaning Viseca's Silver and Gold credit cards are unrivalled in terms of the range of services they offer.

In addition to this, both the design and the website have been completely revamped. With its elegance and simplicity, the design is based on that of the Platinum credit card – so the three cards also form a visually uniform product line. Furthermore, the surprize loyalty programme's rewards shop in the "one" app and online has been modernised and enhanced with new functionalities, so customers can now find the right reward for themselves even faster in the surprize shop.

Reto Gross, Managing Director of Viseca Card Services SA, "These days, the credit cards offered by Viseca and our customer banks need to stand out even more from other means of payment with a convincing range of services. Viseca cards have always been the market leader in insurance services. With the extended benefits package for both Silver and Gold credit cards, we are emphasising this claim and offering our customers the most suitable credit card offer for their individual requirements – true to the new slogan: The best card for more!"

The revised range of services will apply from 1 May 2024. All information on Viseca's completely renewed Silver and Gold credit cards can be found here: <https://www.viseca.ch/en/credit-cards>



Viseca – Swiss cashless competence

Viseca is a leading provider of products and services in the field of cashless payment. This includes issuing payment cards (Viseca Card Services SA) and providing card-related services for issuers (Viseca Payment Services SA). Sales in 2023 totalled CHF 504.6 million and the Group result was CHF 119.6 million. Viseca is owned by the largest Swiss cantonal and retail banks, which include all cantonal banks, the Raiffeisen Group, Entris Banking, Migros Bank, Bank Cler, regional banks as well as private and commercial banks.

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