

## CBH Bank launches the first Visa Infinite metal card in Switzerland

Geneva, October 14, 2021 – The land of private banking finally has its own, finest credit card: the Visa Infinite Giordano Bruno limited edition by CBH

### #1 Visa Infinite card in Switzerland

Issued by Swiss private bank CBH Compagnie Bancaire Helvétique, the Giordano Bruno limited edition is the first Visa Infinite card available in Switzerland by invitation only. Conceptualized to address the specific needs of the Swiss private banking clientele, it offers a sought-after loyalty program and the highest level of insurance, as well as exclusive concierge services.

### #1 Metal card issued by a Swiss bank

First metal credit card to be offered by a Swiss financial institution, the elegant CBH Visa Infinite card is crafted from a single sheet of reinforced steel and enables contactless payments. Presented in a limited edition, the card's unique design pays tribute to Giordano Bruno, the first theoretician of an infinite universe.

## The Visa Infinite world and the Giordano Bruno limited edition

As a very prestigious card in the Visa portfolio, holders of a CBH Visa Infinite card enjoy many privileges tailored to suit their specific lifestyle. A foremost rewards program, personalized concierge services available 24 hours a day from home or abroad, premium insurance services, and top-tier fine dining, events and travel offers, are some of the many promises delivered by this program.

*"Visa Infinite is one of the most exclusive ways to pay with Visa and only available in a few European countries. With CBH Bank, we have a strong and innovative partner at our side, and we are pleased to jointly launch the Visa Infinite card in Switzerland for the first time"* says **Santosh Ritter, Country Manager Switzerland of Visa**.

*"The Bank is delighted to be the first issuing bank in Switzerland to launch the Visa Infinite Card"* says **Antoine Zuber, CBH Bank's Head of Product & Development**. *"Thanks to our partnership with Visa we are able to provide our clients in Switzerland with one of the most eminent card programs tailored to their individual needs"*.

## Co-branding and Bin-Sponsorship

As part of its card issuing solutions service, CBH Bank will make the Visa Infinite BIN available for Co-Branding or Bin-Sponsorship solutions. This will enable clients of other Swiss private banks to also fully enjoy this luxury card experience while benefiting from Swiss data protection legislation, as well as the safeguarding of client and card data in Switzerland.

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### **About CBH | Compagnie Bancaire Helvétique**

CBH Compagnie Bancaire Helvétique SA is an international private banking group of Swiss tradition dedicated to wealth management, for both private and institutional clients. Independent institution owned by an entrepreneurial family, the Group currently employs 230 people in 8 locations in Europe, Asia, America and the Middle East. It is among the best capitalized banks in Switzerland with a 28.6% Tier 1 ratio as at 31 December 2020, with a strong balance sheet and high liquidity. Assets under management held at end of 2020 amount to CHF 10 billion. For further information: [www.cbhbank.com](http://www.cbhbank.com)

### **About Visa**

Visa Inc. (NYSE: V) is the world's leader in digital payments. Their mission is to connect the world through the most innovative, reliable and secure payment network – enabling individuals, businesses and economies to thrive. Their advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of digital commerce on any device for everyone, everywhere. As the world moves from analog to digital, Visa is applying its brand, products, people, network and scale to reshape the future of commerce. For more information, visit their website ([visa-europe.ch](http://visa-europe.ch)), their [blog](#) and [@VisaNewsEurope](#).