



News Release

Visa, Kenya Airways And Absa Launch Kenya's First Co-Branded Travel-Lifestyle Credit Card

The Asante Global Card converts spending into Asante Rewards Points, airport lounge access and travel cover

31st August 2026 - Visa, Kenya Airways and Absa have announced the launch of the Asante Global Card, a premium travel-lifestyle credit card and the first of its kind in the Kenyan market. The card is aimed at professionals, frequent travellers and premium banking customers, and converts everyday spending into travel and lifestyle rewards. It launches under the "Your Life Rewarded" campaign.

The Asante Global Card is the first to unite an airline, a bank and a payments network in the Kenyan market, combining Kenya Airways' route network, Absa's local banking and Visa's global acceptance. Customers earn Asante Rewards Points on their purchases, redeemable across the Kenya Airways network. The card's name combines Asante, the Swahili word for gratitude, with Global, a reference to its use across the Visa network worldwide.

"We are seeing strong demand from Kenyan consumers for products that reward how they already spend and travel, and that demand is being driven by a generation that is earning more, travelling more and expecting more from the cards in their wallets," said **John Njoroge, Country Manager for Kenya, Visa**. "The Asante Global Card responds to that directly, and we are pleased to bring our technology and global network to a card built for this market."

Points accrue on all card transactions, from day-to-day purchases such as groceries, fuel and dining to travel and international payments.

"At Kenya Airways, we are constantly designing solutions that make travel more rewarding and accessible for our customers. This co-branded card is a natural extension of that commitment, allowing customers to earn travel rewards through their everyday spending," said **Julius Thairu, Chief Commercial and Customer Officer, Kenya Airways**. "As an airline that has connected Africa and the world for decades, we are proud to offer a product that turns daily transactions into opportunities for flights awards, point conversions and exclusive benefits across our network and partner airlines".

Speaking about the partnership, **Absa Bank Kenya's Consumer Banking Director, Moses Muthui**, said: "This launch is a powerful reflection of our purpose of *Empowering Africa's Tomorrow, together... one story at a time*. Every customer has a unique journey, and personal aspirations that extend beyond borders. Through innovative partnerships such as this, we are helping to unlock opportunities, connect people to the experiences that matter most, and enable them to write the next chapter of their story wherever in the world it takes them."

New Asante Global Signature cardholders will receive a welcome bonus of 10,000 Asante Rewards Points and 5,000 Asante Rewards Points for Asante Global Platinum Card holders.

Beyond points, cardholders receive complimentary airport lounge access, travel and medical insurance, additional baggage allowance and SkyPriority services worldwide. The card also offers curated experiences such as golf tournaments and wine tastings, plus local and international discounts on shopping, dining and lifestyle partners.

The Asante Global Card is available to eligible customers from 1st September. Customers can apply online at asante.kenya-airways.com; once the application is approved and the card activated, cardholders begin earning Asante Rewards Points on everyday spending. Details of the benefits, eligibility criteria and the Asante Rewards Points programme are available at the same address.

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About Visa

Visa (NYSE: V) is a world leader in digital payments, facilitating transactions between consumers, merchants, financial institutions and government entities across more than 200 countries and territories. Our mission is to connect the world through the most innovative, convenient, reliable and secure payments network, enabling individuals, businesses and economies to thrive. We believe that economies that include everyone everywhere, uplift everyone everywhere and see access as foundational to the future of money movement. Learn more at [Visa.com](https://www.visa.com).

About Kenya Airways

[Kenya Airways](#) (KQ), The Pride of Africa, is a leading African carrier on a mission to propel Africa's prosperity by connecting its people, cultures, and markets. We fly to 41 destinations worldwide, 33 of which are in Africa, connecting over 5 million passengers and over 70,000 Tons of cargo annually through our Hub at Nairobi's Jomo Kenyatta International Airport. As the sole African carrier in the SkyTeam Alliance, we open up a world of possibilities for our customers, connecting them to over 1,060 destinations in 173 countries. We take pride in offering a delightful flying experience with a caring African touch. Our exceptional African hospitality has consistently earned us global recognition including the prestigious Skytrax World Airline Awards where we were honoured with the Best Airline Staff and Best Airline Cabin Crew in Africa in 2024.

About Absa

Absa Bank Kenya Plc is listed on the Nairobi Securities Exchange and is one of Kenya's leading financial institutions. The Bank has been a major player in Kenya's financial landscape, engaged in personal and institutional banking, bancassurance and asset management. The Bank's regional and global footprint enables it to offer end-to-end financial solutions to retail and institutional clients. It has also been associated with several market firsts, such as the launch of the first ATM, WhatsApp banking, Sharia-compliant banking, and unsecured lending. Absa Bank Kenya has a presence in 38 counties. It has 91 branches and service centres, 208 ATMs, +8000 agency outlets and a robust Internet and mobile banking platforms. The bank's purpose is to empower Africa's tomorrow, together... one story at a time.

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