

News Release

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

Asante Global Card converts everyday spending into Asante Reward 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, aimed at professionals, frequent travellers and premium banking customers, and converts everyday spending into travel and lifestyle rewards, launches under the "Let Your Life Take Off" 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 Reward Points on everyday 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."

Beyond points, the card carries a range of travel and lifestyle privileges. Cardholders receive complimentary airport lounge access, complimentary travel and medical insurance, additional baggage allowance, and SkyPriority services at participating airports worldwide. The card also opens access to curated experiences such as golf tournaments and wine tastings, along with local and international discounts across shopping, dining and lifestyle partners.

"Kenya Airways has connected customers across our network for decades, and this card lets us reward that travel from the first transaction," said **[Name], [Title], Kenya Airways**. "Points earned on everyday spending convert into flights, upgrades and travel benefits across our network and partner airlines."

"This is the first time an airline, a bank and a payments network have come together on a single card in this market," said **[Name], [Title], Absa**. "For our customers, it means one card that earns travel rewards, works abroad as easily as it does in Nairobi, and carries the security of local issuance."

New cardholders receive a welcome bonus of 10,000 Asante Reward Points for Kenya Airways Signature Credit Card holders, and 5,000 Asante Reward Points for Kenya Airways Platinum Card holders.

The card's design replaces the "K" in the Kenya Airways logo with the Lilac-breasted Roller, Kenya's national bird, depicted in upward flight. This is meant to evoke movement and pride, and it gives the card a recognisably Kenyan identity rather than a generic airline livery.

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

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[ABSA LOGO]

[KQ LOGO]



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

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About Absa

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