



Fintech Aumax enhances premium services with Metal Cards from G+D

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Giesecke+Devrient

For its premium service package, the French fintech company Aumax is teaming up with Giesecke+Devrient (G+D). G+D's metal card is an exclusive option for the most selective Aumax pour moi customers.

As of late, Aumax pour moi, a subsidiary of the French Credit Mutuel Arkea, is offering its customers a premium package of services. Aumax customers who book these services will also have access to a special payment card – the Aumax Metal Card.

This complete service package is designed to offer high convenience to premium customers: fee-free withdrawals worldwide, refund guarantees, higher cashbacks, advantageous insurance benefits, concierge service and prioritised chat access. “It was an obvious choice for us to offer a metal card to our customers. Not only for aesthetic reasons, but also and above all to offer a unique customer experience,” explains Hugues Mercier, Managing Director of Aumax pour moi. While some markets favor exclusivity and reserve the metal cards to their most affluent customers, Aumax pour moi intends to broaden and modernize the use of metal payment cards. Aumax pour moi’s target audience is composed of customers of all ages who appreciate more than just the status symbol conveyed by the metal; they also value and identify to its resilience and style. Because customers interact digitally with Aumax, the payment card becomes one of the few physical bonds the fintech has to offer. Aumax decided on the heaviest of the metal cards, which includes a dual-interface for easy contactless payments and special attention to the card’s design”.

When choosing the right partner to craft its Metal Card, Aumax pour moi picked G+D not only for their expertise in payment cards, but also for their deep understanding of Fintechs’ particular needs and the special expectations of their clients. „More and more, banks, fintechs and credit card companies are taking the opportunity to provide unique experiences through the use of metal cards for their customers,” explains Dr Carsten Wengel, Head of Sales & Distribution for Smart Card and Digital Payments at G+D.

The press release and high-resolution images can be downloaded [here](#) ■.

About Giesecke+Devrient

Giesecke+Devrient (G+D) is a global security technology group headquartered in Munich. As a partner to organizations with highest demands, G+D engineers trust and secures essential values with its solutions. The company’s innovative technology protects physical and digital payments, the connectivity of people and machines, the identity of people and objects, as well as digital infrastructures and confidential data.

G+D was founded in 1852. In the fiscal year 2020, the company generated a turnover of 2.31 billion euros with around 11,500 employees. G+D is represented by 74 subsidiaries and joint ventures in 32 countries. Further information: www.gi-de.com.

About Aumax pour moi

Aumax pour moi is an initiative of Nouvelle Vague, a company created by the Arkea group in March 2017 and established in several French cities (Brest, Rennes, Bordeaux and Lyon). Its aim is to provide a simple, fair and effective response to consumers’ everyday needs with a service that goes far beyond payment services. The company currently has around forty employees. Nouvelle Vague is a public limited company with a capital of 62,209,917 euros (RCS Brest 818 371 726), whose head office is at Le Relecq Kerhuon (29480) 1 rue Louis Lichou, approved as a payment institution by the ACPR (N°11658) and Orias (N°17004044). <https://www.aumaxpourmoi.fr/>

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