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À LA UNE

Malaysia Airlines, Bank Central Asia and Novus Technologies Form a Five-Pillar Cross-Border Alliance

Payments, FX, data, marketing and loyalty-programme integration are being bundled into one Malaysia–Indonesia partnership, with a Singapore vendor as the bridge — loyalty increasingly negotiated as part of a bigger deal, not on its own.

Malaysia Airlines, Indonesia's Bank Central Asia and Singapore-based Novus Technologies have unveiled a strategic partnership spanning five pillars: payments and financial services, foreign exchange and treasury solutions, data and AI applications, marketing collaboration, and loyalty-programme integration. Novus Technologies will act as the technology bridge connecting the two countries' systems, along one of Southeast Asia's busiest travel corridors. Malaysia Airlines chief executive Bryan Foong framed the goal as delivering "a smoother and more rewarding experience for travellers and businesses." The announcement carries no timeline or product specifics yet, but it is a clear marker of where bank-airline-fintech loyalty integration in the region is heading next — and a reminder that for travel and banking brands alike, loyalty is increasingly one line item inside a much larger cross-border commercial agreement rather than a programme negotiated on its own.

— Source: **Malaysia Airlines (MAG Media Centre)**

Photo by Yousef

EN BREF

Global Loyalty Market Forecast to Reach $23.11bn by 2032 — APAC Tipped Fastest-Growing

MarketsandMarkets projects the loyalty management market growing from $13.94bn in 2026 to $23.11bn by 2032 (8.8% CAGR) — with Asia Pacific tipped as the fastest-growing region, on e-commerce, mobile payments and AI personalisation.

— Source: **MarketsandMarkets**

Asda Pilots "Rewards Plus" Feature in Scotland

Asda's new Rewards app tier, piloted in Scotland, rewards spending thresholds: £25 earns £1 in Cashpot, a £75 fuel fill-up earns 5p/litre off, and £300 unlocks 10% back (capped at £10) — what loyalty director Chris Chalmers calls "more value from everyday shopping."

— Source: **Retail Gazette**

Singapore Airlines Links Kris+ to CapitaLand's CapitaStar for Its 6th Birthday Bash

Linking CapitaStar and Kris+ now earns both STAR$ and miles at CapitaLand merchants. Through October 31, the first 1,000 members who link and spend S$150 get 1,500 KrisPay miles; the first 500 new sign-ups (code KPCS2026) get 1,000 — part of SIA's 6th Kris+ Birthday Bash.

— Source: **Singapore Airlines** · **CapitaLand**

Chase Ultimate Rewards Adds "Invest Your Points"

Freedom, Ink and Sapphire cardmembers can now redeem Ultimate Rewards points into a J.P. Morgan Self-Directed Investing account or an advisor-managed taxable account — folding rewards into "one connected digital experience," per Chase's Chris Reagan.

— Source: **Chase**

> *66% of consumers say they'd use an AI agent to find the best price — but only 15% would trust one with a high-value purchase like electronics.*
>
> AMERICAN EXPRESS TRENDEX, BUSINESS PLAYBOOK FOR AGENTIC COMMERCE

DANS LES DÉPÊCHES

IndiGo marks BluChip's 2nd anniversary with a month-long "Blu October Festival," 2X earning across partners ◆

Polaris Japan hotel group unveils master brand and renames its loyalty programme "irodori pass" ◆

ALL Accor+ Explorer tops 1,400 hotels in 30 countries after a 10-market Middle East expansion ◆

American Express publishes a playbook helping merchants prepare for agentic commerce