

## GF (Guang Fa Bank, or the Guangdong Development Bank) Huawei Card "finance + technology" fuels year-end consumption

Original 2024-12-11 17:25

Towards the end of the year, the release of the HUAWEI Mate70 series has once again become the focus of attention in the technology industry. A few days ago, GF Credit Card and Huawei Wallet cooperated to launch the "Get a Card to Win Mate70 Pro" activity, bringing surprises to consumers. During the event period (from now until December 30), Huawei Card (GF Edition) and new users of China Guangfa Bank can participate in the lottery, and the grand prize will be announced on December 31.



Since the second half of this year, GF Credit Card has put forward the transformation and development idea of "three excellences and three advances" to cope with industry challenges, among which "excellent customers" clearly need to find high-growth market increments, improve the quality of customer groups from the source, and explore transformation and development with customer group optimization.

GF Huawei Card has been continuously innovating around the needs of users since its birth in 2021. The biggest highlight of this product is the integration of digitalization and multi-scenario rights and interests, providing users with a "finance + technology" consumption experience with both convenience and value. Cards are positioned to serve high-value users at the beginning of design, so whether it is consumption cashback, standard benefits or value-added services, practicality and superiority are the core. Users can enjoy rebate discounts through WeChat/Alipay/Huawei Pay, and can get up to 100 yuan cashback on monthly bills; The standard version of the platinum card can also enjoy a number of rights and interests

such as VIP room service and travel accident insurance. GF Huawei Card has also introduced an online margin card application service, allowing users to quickly complete account opening, authentication, signing and other operations through Huawei Wallet, realizing one-stop digital services. This time, with the release of the HUAWEI Mate70 series, Huawei will continue to "circle fans", and GF Credit Card will also join hands with Huawei to continue to provide high-quality financial services for the high-end customer groups shared by both parties.

**Up to now (Dec 11, 2024), the cumulative number of Huawei Cards issued by GF has exceeded 1.2 millions.** At the same time, from the layout of online payment to the expansion of consumption scenarios, GF Credit Card continues to accelerate the depth and breadth of integration with Huawei's payment ecosystem.