

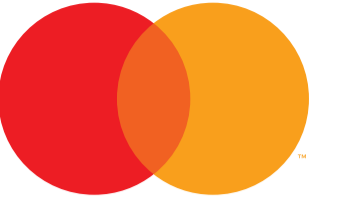
More than any year before

love  all

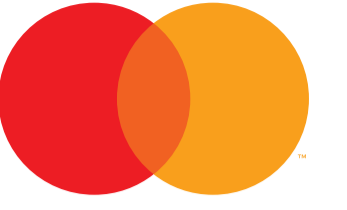
Asia Pacific Spotlight



TAKE A PRICELE



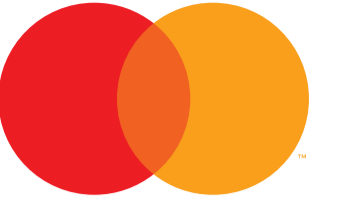
Heading auspiciously into the Year of the Tiger, Mastercard delivered strong revenue and earnings growth in our just-reported **Q4 and full year 2021** financial results. Echoing CEO Michael Miebach, this gives us great optimism for the year ahead as consumers, businesses and governments have become more adaptable to the changing environment. In this month's edition, we delve into this theme of change and adaptability in myriad ways. From Ari Sarker's views on the path ahead, to how Australians are bouncing back at the tennis, to governments using technology to support citizens, or how we're upskilling entrepreneurs and strengthening ties with consumers – the outcomes are priceless and the impact far-reaching. Enjoy the issue.



Ari Sarker
president, Asia Pacific

The Road Ahead: A Message from Ari

Watch now →



Love All: AO Tennis Unites Australia

After a year like no other, we rallied sports fans to celebrate everything the Australian Open offers – from seeing stars on the court, to priceless reunions and returning to the small businesses that make Melbourne so special – this year's sponsorship was all about love.

[Take me to AO2022 →](#)

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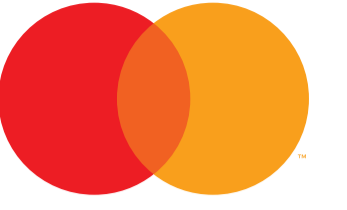


The Great Reset: How Governments Reimagined Citizen Engagement in Response to Covid

Governments Reimagine Citizen Engagement

As nations scrambled to fight the pandemic, **Lim Kok Kee** examines how administrations around the world faced a moment of great reckoning. Those that supported the public and accelerated pandemic recovery through digitization have bounced back stronger.

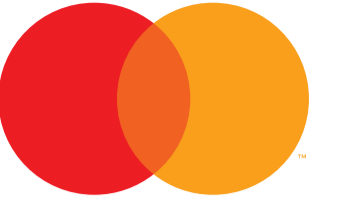
[Read now at Financial Times →](#)



Entrepreneur's Odyssey: A Free Resource for SMEs

To help small businesses thrive, [Mastercard Academy](#) has launched a first-of-its kind digital education platform which gives users free access to renowned academics, seasoned entrepreneurs, investors and Mastercard thought leaders. Learning modules teach both the theory and practice of designing, launching, managing and growing a resilient business venture. [Learn more.](#)

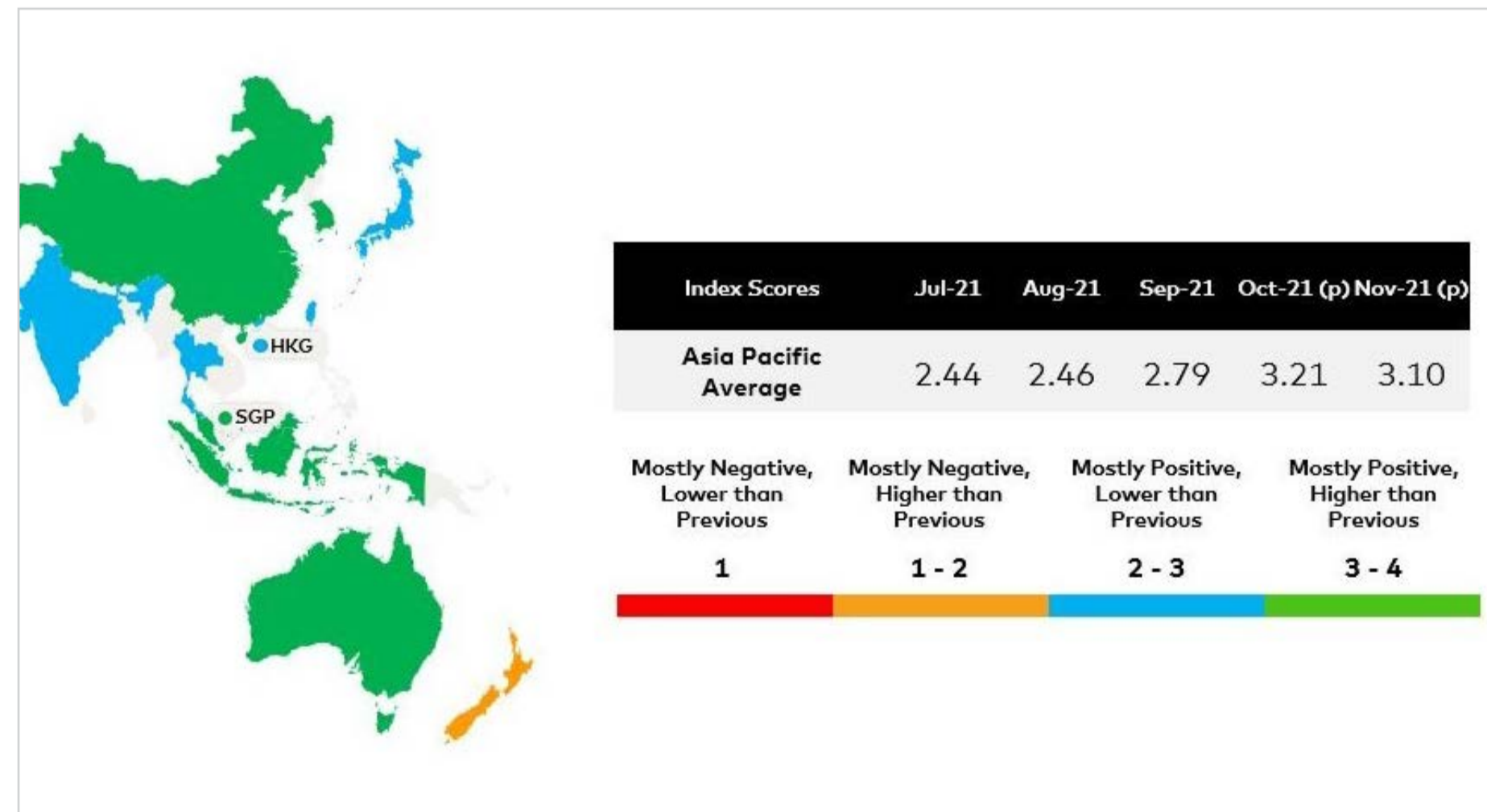
[Explore Entrepreneur's Odyssey →](#)



Consumer Loyalty in a Digital World

As Covid and the convergence of technologies continue unabated, what is the impact on consumer loyalty? **Matthew Driver** explains how delivery models, personalization and data privacy are key to staying ahead.

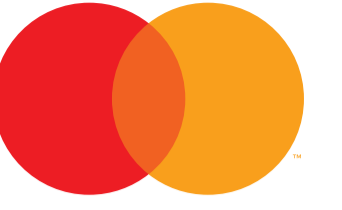
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Asia Pacific Consumer Retail Barometer

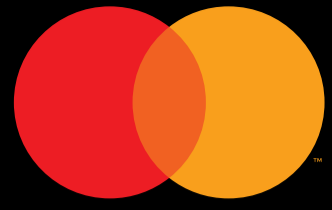
While the index's regional average dipped slightly MoM, it remained in positive territory, buoyed by growth in retail sales and credit card expenditure. Most economies remained upbeat with Malaysia leading the pack.

[Download the Barometer →](#)

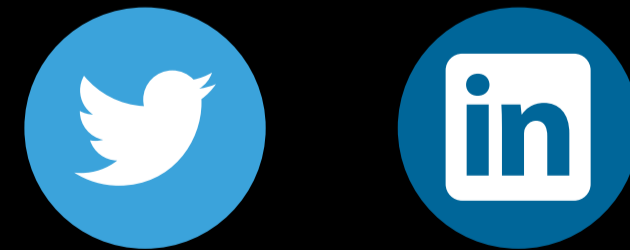


Wishing you health, wealth and happiness in the

Year of the Tiger!



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