

# INTRODUCING THE MASTERCARD® PREPAID PAYROLL CARD: THE SIMPLER ALTERNATIVE

SAY GOODBYE TO CASH AND CHEQUES ON PAYDAY



PREPAID PAYROLL CARDS CAN HELP EMPLOYERS SAVE 10 EUROS  
PER EMPLOYEE PER WEEK<sup>1</sup>

## A better way to pay

Among the most promising trends in the open-loop card industry today is the growing appetite for prepaid payroll cards. With the MasterCard Prepaid Payroll Card, you can take advantage of this sizable opportunity.

## What is the MasterCard Prepaid Payroll Card?

The MasterCard Prepaid Payroll Card is the perfect solution for paying contract, seasonal or temporary workers and international or satellite office employees and the under-banked, easily and efficiently.

Less expensive to issue and safer and more efficient than paying wages by cash or cheque, this electronic alternative makes payday faster, easier, and more cost-effective.

The MasterCard Prepaid Payroll Card is a very versatile solution with the following benefits:

- Reduces payroll costs
- Increases employee satisfaction
- Simplifies pay distribution to temporary workers



**Meeting needs with innovative solutions**

**Commercial Customer/Employer needs:**

- Employers and administrators need a convenient way to pay wages without cash and cheques
- Save money
- Increase efficiencies
- An alternative to costly printing, tracking and mailing of cheques

**Commercial Customer/Employer solutions:**

- Reduces payroll overhead costs and time
- Ability to track and reconcile payroll disbursements online
- Saves costs of lost or stolen cash and reduces risk of cheque fraud
- A reliable audit trail
- Saves costs of cheque printing

**27% of households in Europe are either unbanked or underbanked – i.e. they have limited or no access to mainstream banking services<sup>2</sup>**

**The MasterCard Prepaid Payroll Card – benefits for everyone**

**Issuer/Programme Manager benefits:**

- Attracts new commercial and personal customers
- Expands relationships with current commercial customers
- Creates an opportunity to cross-sell other commercial products and services to employers
- Increases revenues by moving cash and cheque payouts to electronic card payments
- Features and benefits can be customised

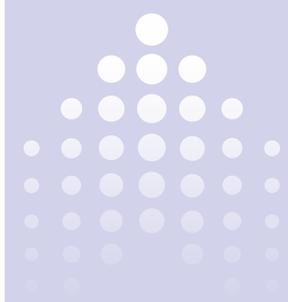
**Employee benefits:**

- Can access cash at ATMs worldwide accepting the MasterCard brand
- Safer than cash as the card can be cancelled if lost or stolen
- Card can be used wherever MasterCard is accepted, worldwide and online
- PIN protection reduces fraud risk against unauthorised purchases on lost or stolen cards
- Spending tracked on monthly statements
- No bank account required
- Easy to check balances on card
- No queuing to cash cheques and no cheque cashing fees
- Ability to pay bills online (e.g. rent and utilities)

**Commercial Customer/Employer benefits:**

- Increases employee satisfaction, retention and financial inclusion through safer, faster, more convenient electronic payments
- Tracks and reconciles employee payments more easily
- Simplifies payroll distribution to contract, seasonal, temporary employees and the un/underbanked
- Reduces the cost of printing and issuing paper cheques, saves time and streamlines payday processes
- Ability to track and reconcile electronic payroll disbursements provides transparency to meet local reporting requirements

**Corporate payroll is projected to be the largest global generator of open-loop prepaid GDV by 2017<sup>2</sup>**





## The MasterCard Prepaid Payroll Card – a huge opportunity

Due to its convenience for employers and employees alike, the MasterCard Prepaid Payroll Card offers huge potential to transform the way employee payments are made.

- Corporate payroll is projected to be the largest generator of open-loop prepaid GDV by 2017 globally, even outperforming government-issued and general use prepaid cards<sup>2</sup>
- 27% of households in Europe are either unbanked or underbanked – i.e. they have limited or no access to mainstream banking services<sup>2</sup>
- Prepaid payroll cards can help employers save 10 Euros per employee per week<sup>1</sup>
- No need to handle cash or cheques for payroll

### How it works

Every payday, an employee's total net wages are loaded onto a MasterCard Prepaid Payroll Card via electronic funds transfer, just like any other electronic transfer to a mainstream bank account.

Employees have immediate access to their wages, and the employer pays prepaid payroll card staff as easily as they would with traditional bank accounts. All processing functions, including tax calculations and reporting, remain within the company's control, with easy access to management reports via hardcopy or the internet.

### Team up and grow with a global leader in prepaid programmes

MasterCard introduced the first corporate payroll card in 1997, and we've been setting the standard ever since. We have the experience and insight to get your prepaid programme up and running with the products, technology and global infrastructure to help make it as successful as possible.

### MasterCard – the support you need

The MasterCard Prepaid team is committed to helping you through every step of the programme implementation process by:

- Reviewing programme requirements
- Identifying and addressing all necessary launch steps
- Collaborating with you to build the most effective project plan
- Assigning you a dedicated team for all implementation tasks
- Providing turnkey marketing support materials



European open-loop prepaid payroll spending is estimated to be USD 9.4 billion in 2017<sup>2</sup>

In Italy, annual open-loop prepaid payroll spending is projected to reach USD 4.6 billion by 2017<sup>2</sup>



## What MasterCard can provide

We can help you get to market with our network of issuing banks, programme managers and processors. We will work with you to:

- Assign a relationship manager
- Establish clear lines of communication
- Review programme requirements
- Identify and address necessary steps to achieve the desired results
- Develop and roll out a project plan
- Create a working team to ensure all implementation tasks at MasterCard are coordinated and performed
- Help determine performance metrics
- Share best practices
- Provide on-going support

## Why MasterCard?

MasterCard serves consumers and businesses in more than 210 countries and territories

- **As a franchisor**, we develop and market payment solutions and processes
- **As a processor**, we handle approximately 27 billion transactions each year
- **As an advisor**, we provide industry-leading analysis and consulting services to financial institution customers and merchants
- **As a leader in innovation and technology**, we have the facilities and knowledge to help make your programme a success

Working with us puts you at the heart of commerce where financial institutions, businesses, cardholders and merchants worldwide converge.

## Get in touch

If you are interested in how the MasterCard Prepaid Payroll Card can benefit your company, don't hesitate to get in touch. We are ready, willing and able to be your partner. Let us help you develop an offering that's right for your customers and bring the strength of the MasterCard Prepaid Payroll Card to your brand.



**For more information, please contact your MasterCard representative or local MasterCard office**



MasterCard Worldwide is at the heart of commerce. Our understanding of how and why commerce is conducted allows us to create more advanced methods of payment that fuel economic connections and drive real business value.

<sup>1</sup> Source: ASE, The European Prepaid Payroll Market, June 2009

<sup>2</sup> 2012 Global Prepaid Card Market Sizing Study, Commissioned by MasterCard