

# THE MASTERCARD® PREPAID RELOADABLE CARD: MEETING TODAY'S PAYMENT NEEDS

SO MUCH EASIER FOR EVERYONE



BY 2017, EUROPEAN OPEN-LOOP PREPAID GENERAL PURPOSE CONSUMER SPENDING IS ESTIMATED AT USD 49 BILLION<sup>1</sup>

## A better payment method

According to the World Bank, over half the world's population is un/underbanked. Furthermore, between 11% and 55% of adults throughout Europe don't, or choose not to have, an account at a formal financial institution<sup>2</sup>. Cash, money transfer and online shopping vouchers are the sole means of making payments for this segment of the population. Thanks to the MasterCard Prepaid Reloadable Card, people who have not previously had access to a payment card can enjoy the freedom, flexibility and security that a prepaid card brings. They'll have greater control over every aspect of their spending.

## What is the MasterCard Prepaid Reloadable Card?

A convenient alternative to cash that is easily reloadable and can be used for all kinds of purposes:

- Everyday spend in shops and online
- Topping up a mobile phone
- Paying bills
- Setting money aside for a particular purpose



### Meeting needs with innovative solutions

#### Consumer needs:

- A more flexible and versatile payment method
- Avoid reliance on cash-based payments
- Avoid necessity of having a bank account
- To gain entry into financial services
- Find an alternative to credit and debit cards to help prevent and avoid over-spending
- Find a safer, more secure and convenient alternative to cash
- Better spending control

#### Consumer solutions:

- Most people are eligible
- Easier to manage budgets and spending
- Money loaded is the most that can be lost
- Card can be blocked if lost or stolen
- PIN protection reduces fraud
- A payment method that suits modern lifestyle

In Russia, total open-loop reloadable prepaid card spending is projected to be USD 8.7 billion in 2012<sup>1</sup>

### The MasterCard Prepaid Reloadable Card – benefits for everyone

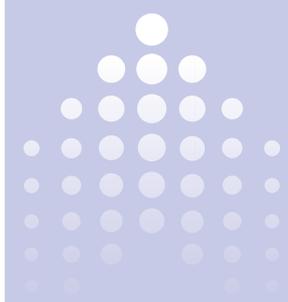
#### Issuer benefits:

- Attracts new customers with a cost-effective entry-level product
- Generates new revenue streams by converting cash and paper transactions to cards
- Offers existing customers attractive new payment options
- Promotes greater customer satisfaction
- Positions your organisation at the forefront of an attractive opportunity
- Attracts new customers who are outside the banking system
- Meets the needs of youth customers
- Creates an opportunity to cross-sell to both new and existing customers
- Promotes financial inclusion

#### Consumer benefits:

- Cards may be issued instantly
- No credit check is required to obtain a card
- Provides financial access for those without bank accounts
- Can be used for all kinds of everyday expenses, from shopping to topping up a mobile phone
- Safer than cash as the card can be cancelled if lost or stolen
- As only the funds loaded onto the card may be used, there is no borrowing
- Parents can use the card to introduce their children to money management
- Internet access to balance, account information and transaction history
- Card can be used wherever MasterCard is accepted, worldwide and online
- Can access cash at ATMs worldwide accepting the MasterCard brand
- Segment money

Italy is projected to be Europe's largest market for reloadable open-loop prepaid cards, with annual spending estimated to reach USD 28 billion by 2017<sup>1</sup>



## MasterCard Prepaid Reloadable Cards – a huge opportunity

Convenient for businesses and cardholders, the MasterCard Prepaid Reloadable Card offers huge potential to transform the way payments are made everyday.

- By 2012, European open-loop prepaid general purpose consumer spending is estimated to be USD 49 billion<sup>1</sup>
- Italy is projected to be Europe's largest market for reloadable open-loop prepaid cards, with annual spending estimated to reach USD 28 billion by 2017<sup>1</sup>
- In Russia, total open-loop reloadable prepaid card spending is projected to be USD 8.7 billion in 2017<sup>1</sup>
- Spain is expected to see spending of USD 2.5 million via reloadable open-loop prepaid cards in 2017<sup>1</sup>

## How it works

Payments, of various kinds, are added onto the reloadable card, whenever required. The card can be topped-up on a regular or one-off basis. This saves time and money, by doing away with the administration that comes with making payments by cash or cheque.

## MasterCard can help get you to market quickly and easily

MasterCard is a pioneer in developing and implementing global general purpose reloadable prepaid solutions. We have launched successful programmes in markets around the world, in virtually every distribution channel. We will be with you all of the way, lending the guidance and expertise you need to create a successful programme. We will help identify and address all necessary launch steps, provide implementation guidance, requirements review, project plan development and provide product toolkits including consumer promotions, marketing and educational materials to help get you to market faster and create a market-leading programme.

## MasterCard – the support you need

The MasterCard Prepaid team is committed to helping you throughout the programme implementation process by:

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

**Spain is expected to see spending of USD 2.5 million via reloadable open-loop prepaid cards in 2017<sup>1</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 Reloadable 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 Reloadable 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> 2012 Global Prepaid Card Market Sizing Study, Commissioned by MasterCard  
<sup>2</sup> The World Bank Development Research Group, April 2012