

THE MASTERCARD® VOUCHER REPLACEMENT PREPAID CARD: BENEFITING EMPLOYEES EVEN MORE

AN EASY, CONVENIENT ALTERNATIVE TO ISSUING PAPER VOUCHERS



BY 2017, TOTAL PREPAID VOUCHER REPLACEMENT SPENDING IN 12 LEADING EUROPEAN MARKETS IS ESTIMATED TO BE USD 12.8 BILLION¹

The modern, paperless way

In the past, vouchers have been issued in paper form. But a MasterCard Voucher Replacement Prepaid Card is far easier and more convenient to issue and use. It saves time and does away with the inconvenience and costs of traditional paper vouchers. The card is a much more practical and manageable alternative, with benefits for both employer and employees.

What is the MasterCard Voucher Replacement Prepaid Card?

The card replaces the need for costly printing and distribution of paper vouchers. It can be used by employees to pay for a wide variety of benefits, for example, in supermarkets, opticians and for meals*.

Meeting needs with innovative solutions

Commercial Customer/Employer needs:

- Employers and administrators need a convenient way to pay employee benefits
- An alternative to costly printing of paper vouchers
- A method that is easier to manage and more accountable
- To reduce costs
- Increase efficiencies

Commercial Customer/Employer solutions:

- Saves costs of voucher printing
- More accountable
- Simple to top-up
- Easy to administer
- Safer than a paper voucher as the card can be cancelled if lost or stolen

In Italy, total prepaid voucher replacement spending is projected at USD 6.1 billion for 2017¹

The MasterCard Voucher Replacement Prepaid Card – benefits for everyone

Issuer/Programme Manager benefits:

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

Employee benefits:

- Safer than paper vouchers as the card can be cancelled if lost or stolen
- Card can potentially be used wherever MasterCard is accepted*

In Spain, annual open-loop prepaid voucher replacement spending is projected to reach USD 3.1 billion by 2017¹

Commercial Customer/Employer benefits:

- Removes need to issue weekly/monthly paper vouchers
- Can issue funds to an employee without having the employee on-site
- Can decide in which merchant locations funds can be spent*
- Remaining balance can return to employer
- Cards are easily reloadable
- Cards can be issued in a blocked status so won't work until activated

The MasterCard Voucher Replacement Card – a huge opportunity

Convenient for businesses and cardholders, the MasterCard Voucher Replacement Card offers huge potential to transform the way employee benefits are paid.

- By 2017, total prepaid voucher replacement spending in 12 leading European markets is estimated to be USD 12.8 billion¹
- The biggest European market is expected to be Italy, where total prepaid voucher replacement spending is projected at USD 6.1 billion for 2017¹
- The next largest is Spain, where annual open-loop prepaid voucher replacement spending is projected to reach USD 3.1 billion by 2017¹

How it works

The MasterCard Voucher Replacement Prepaid Card is flexible and can be customised just for your business. Building prepaid solutions can sometimes be complex. To make it easier, the MasterCard Voucher Replacement Prepaid Card offers you the flexibility and convenience you and your customers need.

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

Voucher replacement spending is expected to be in the region of USD 400 million within the open-loop prepaid market in Germany by 2017¹



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 Voucher Replacement 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 Voucher Replacement 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.

¹ 2012 Global Prepaid Card Market Sizing Study, Commissioned by MasterCard

* Dependent on selective authorisation and acceptance/InControl, subject to availability in local markets

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