

## MasterCard Honours 2007/8 European Prepaid Partners

*MBNA, White Eagle, Garanti Bank and Advanced Payment Solutions impress with winning prepaid card programmes*

**London, UK, 16 May 2008** - MasterCard Worldwide has announced the winners of the second annual MasterCard Europe Prepaid Awards.

The Prepaid Awards were established last year to recognise excellence and innovation in the prepaid card segment of the European payments industry. The four categories for the 2007/8 Prepaid Awards are: Best Innovation and Technology, Best Marketing and Distribution, Best Corporate/Government Programme and Best Voice of the Cardholder.

Chris Reddish, Global Product Head of Prepaid Europe, MasterCard, said:

“This year’s awards demonstrate the financial inclusion and innovation that are at the heart of prepaid. From a Consumer Credit Association-endorsed card which allows people to repair or build credit, to one which helps new arrivals in the UK to integrate while maintaining contact with home; from a card which helps companies in all sectors reward employees, partners and suppliers, to one which allows football fans to gain access to and make contactless payments at their home ground - the diversity of this year’s winners is a testament to the breadth and scope of the prepaid market in Europe.”

### **MasterCard 2007/8 Prepaid Award Winners:**

**The Best Innovation and Technology Award** was given to MBNA for the Manchester City Football Club MasterCard® prepaid Seasoncard with *PayPass*™, a reloadable contactless card which can be used both to gain access to the City of Manchester Stadium utilizing the existing smart card technology\* on match days and to purchase items inside and outside the ground.

What the judges said:

“This award was given in recognition of the creation and delivery of a card that uniquely combines payment and ticketing applications. MBNA has demonstrated innovation in how a chip-based prepaid card can be used in contact and contactless environments, as well as its ability to overlay a complex technology proposition to fulfil the non-payment applications on the card.”

**The Best Marketing and Distribution Award** was given to White Eagle for its Migrant Prepaid Card Programme. The programme is aimed at the migrant workforce in the UK and is marketed through a welcome pack, a website and community posters and leaflets. The welcome pack is available in ten Eastern European languages and is designed to help the cardholder use the card and help them send money home easily and instantly, whilst also offering related services - such as a competitive mobile phone tariff and access to an online community to find jobs, housing and friends - to help them integrate in the UK, while maintaining contact with home.

What the judges said:

“White Eagle recognises that the prepaid consumer can have wide-ranging needs and that purchasing decisions are based on a number of factors - including the availability of services which are not financially related. To this end, White Eagle has provided a marketing and distribution approach which aligns itself to a diverse market without over-complicating the key messages.”

**The Best Corporate/Government Programme Award** was given to Garanti Bank for the Garanti Corporate Incentive Cards, which allow companies to distribute cash rewards to employees, partners and customers. The programme has the flexibility to allow companies to design their own cards according to the needs of their business. They can set the parameters of card design, personalisation, spending and loading options, acceptance locations and block certain merchant category codes. They can also link the card to Garanti Bank’s Bonus loyalty programme, allowing the cardholder to collect points with transactions at participating retailers. Current customers include Microsoft and Xerox.

What the judges said:

“Garanti bank has recognised that prepaid cards in the corporate market need to reflect the differences in the size of companies that create a variety of demands for product function and flexibility. Their combination of product, distribution and feature flexibility means that Garanti can service a wide variety of corporate-based payment needs.”

**The Best Voice of the Cardholder Award** was given to Advanced Payment Solutions for its Creditbuilder service. The first of its kind in Europe, it was developed following demand from customers for help in rebuilding their credit and learning how to use it responsibly. Creditbuilder is delivered with the cashplus prepaid gold MasterCard card and comes at no extra charge and without any interest, administration, late or early settlement fees. The standard monthly fee is advanced up-front for the year and then each month the loan is ‘repaid’ by the cardholder with a £4.95 monthly instalment and reported to the leading credit rating agency. At the end of 12 months, the loan with APS is cleared and counts towards building or improving the customer’s credit rating as a satisfied loan.

What the judges said:

“Over the past few years, APS has consistently demonstrated its ability to address real consumer issues, and Creditbuilder illustrates its recognition of the need for prepaid consumers to feel more included in the wider world of financial services. The service provides one of the vital building blocks by which consumers can achieve financial enablement.”

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#### Notes to Editors

\* Access to the City of Manchester stadium is existing functionality provided by Fortress GB through the Manchester City FC Seasoncard.

#### About Prepaid:

Prepaid card market expansion across the world is being driven by a variety of prepaid service providers and issuing banks, which recognise the customer acquisition and retention opportunities that prepaid card programmes can bring. In Europe, MasterCard works in partnership with these

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businesses to help them maximise the revenue potential in this regional market – one of the most innovative and creative marketplaces in the world. The European region is also a hotbed for prepaid card development, with customised programmes offering specific features and benefits proving a necessity to meet a diverse range of customer needs. MasterCard is able to present one of the industry's most exciting prepaid programme portfolios to help you succeed in harnessing this potential - with independent research showing that by 2010, people across Europe will collectively have more than 360 million prepaid payment cards in their pockets at any one time<sup>1</sup>. For more information, go to <http://www.mastercard.co.uk/prepaid>.

#### **About MasterCard Europe**

MasterCard Europe is the entity responsible for managing MasterCard Worldwide's business in Europe - for Europe. With headquarters in Waterloo, Belgium, MasterCard Europe works with 51 European countries organized administratively into three customer areas, incorporating the Single Euro Payments Area (SEPA), mature markets and the developing markets of Europe, stretching as far afield as the eastern border of Russia. Through its network of local offices, MasterCard Europe can understand and meet the diverse needs of customers in the very different types of markets throughout Europe, enabling people to do business in their own way in their own language.

Through MasterCard Worldwide, MasterCard Europe offers its European customers and consumers access to leading payment services throughout the world. MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes over 18 billion transactions each year, and provides industry-leading analysis and consulting services to financial institution customers and merchants. Through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories. For more information, go to [www.mastercardworldwide.com](http://www.mastercardworldwide.com).

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<sup>1</sup> Source: PSEL Research, May 2006