

Everyday Money Prepaid Card Programmes from MasterCard®

For consumers' everyday payment needs



People are discovering the benefits of using prepaid cards instead of cash for everyday purchases. Financial experts predict that, by the end of 2015, global spending on prepaid general purpose or 'everyday money' cards will reach €51.3 billion. In Europe, spending on everyday money cards is expected to reach nearly €25 billion or 48.7% of the worldwide total.⁽¹⁾

Access to financial services for all

It is estimated that around 10% of adults in Europe do not have access to mainstream financial services.⁽²⁾ Cash, money transfer and virtual accounts are the sole means of making payments for this segment of the population. Now, thanks to **MasterCard® Everyday Money™** and **Maestro® Everyday Money™**, people who have not previously had access to a payment card can enjoy the freedom, flexibility and security that a MasterCard or Maestro prepaid card brings.

An all-purpose payment card

Although prepaid cards have a card number, signature strip and company branding just like any other payment card, they're very different from credit cards, or debit cards linked to an overdraft facility. With a prepaid card there's no borrowing – you can only spend the money you have loaded onto it.

Prepaid cards can be used for all kinds of purposes: from everyday shopping and paying bills or monthly subscriptions, to topping up a mobile phone or sending money overseas. They can also be used to set aside money for a particular purpose or occasion. Consumers can purchase these types of cards with standard identity and address documents. It's that simple. There's no need for a credit check or lengthy qualifying process.

Financial freedom with safety

As well as providing financial freedom, prepaid cards also offer consumers the safety advantages of not having to carry large amounts of cash. Young adults and teens benefit from this too, as they can also have and use prepaid cards – as long as a parent or guardian purchases their card and provides consent for those below 18 years of age.

Parents of these younger cardholders have the added comfort of being able to view their payment transactions and monitor spending on-line. In addition, prepaid cards provide parents with the opportunity to educate their children about money management and to show how payment cards can be used to make purchases.

No need to be paid in cash

Contract or permanent workers of all ages, who currently receive their wages in cash, can now have these paid directly to a prepaid card. This also saves employers time and money, by reducing the burden of administration that comes with making cash payments. Employers can provide prepaid cards to employees without bank accounts, and the cards are easily integrated into existing payroll systems. If an employee should change jobs, their prepaid card details can be transferred, so that wages can be paid directly by a new employer.

Benefits all along the payment chain

Everyday Money prepaid card programmes offer card issuers and service providers a major opportunity to attract new customers and build and enrich their existing customer relationships. Prepaid cards can provide new revenue streams, enhance cross-selling opportunities and foster customer loyalty.

Merchants who expand their product portfolios by offering prepaid cards can increase footfall, raise brand awareness, and address their customers' wider needs. Businesses can also use *Everyday Money* prepaid cards to reward their suppliers or employees through corporate incentive schemes.

How to get started

Simply contact your MasterCard representative for more information on how you can make a MasterCard® *Everyday Money*™ or Maestro® *Everyday Money*™ Prepaid Card Programme a reality today.

Solutions to meet customer needs

Everyday Money prepaid cards can be issued instantly and topped up with cash at participating merchants. They can also be reloaded by friends and family via bank transfer, card payment over the Internet or by phone. Prepaid cards can be used at millions of merchant locations for making purchases, withdrawing cash at ATMs, or for spending on-line.

The maximum value that can be loaded onto a card is \$2,500 or local equivalent. Cards that are company-funded only and used for incentives or to pay wages may be loaded with up to \$10,000. The *Everyday Money* programmes have added flexibility in that they can be tailored to meet particular customer requirements.

Everyday Money Prepaid Card Programmes

These programmes offer a number of attractive advantages. Here's a quick summary:

- 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
- More secure and convenient than cash
- 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
- Employees can receive their wages via the card instead of in cash
- Internet access to balance, account information, and transaction history
- Can be used at millions of merchant locations worldwide, at an ATM, and over the Internet

(1) Source: PSE Consulting, August 2008

(2) Source: World Bank, July 2005

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