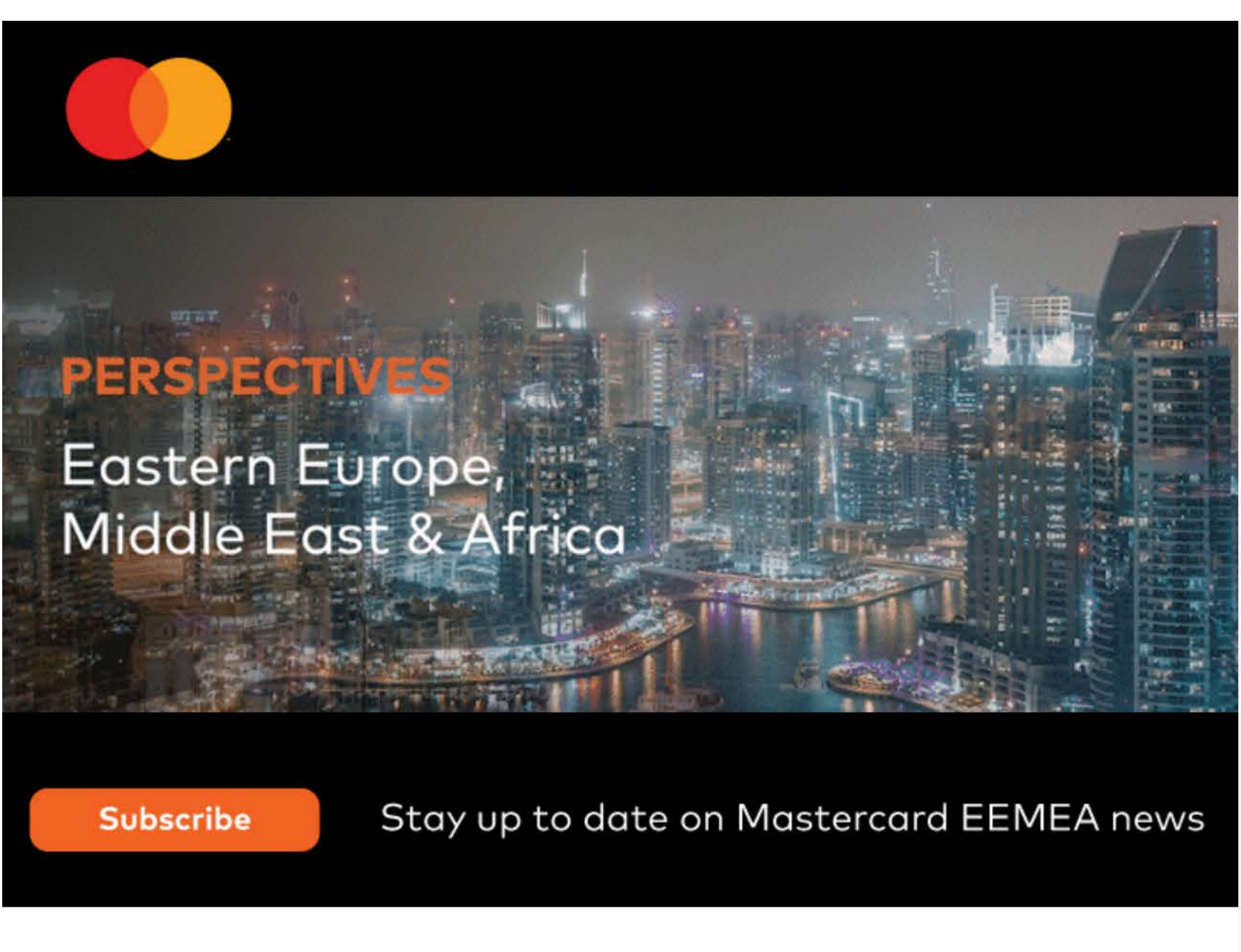

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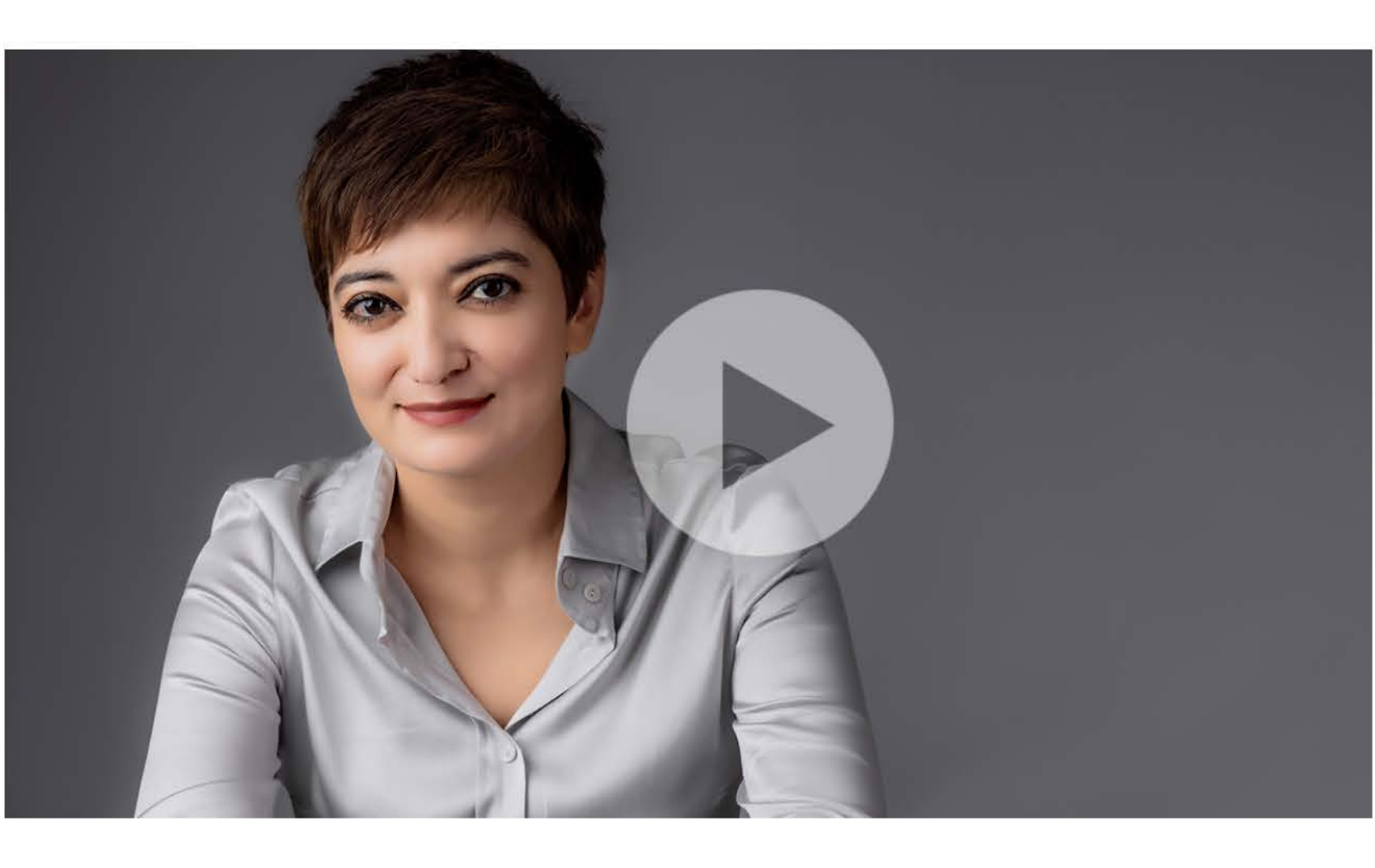
A Message from Amnah Ajmal, EVP, Market Development



Welcome to the latest edition of our EEMEA Perspectives newsletter!

We've achieved significant milestones in the first half of the year across the EEMEA region, setting a strong foundation for continued success. By navigating evolving market dynamics with agility, we are delivering exceptional value to consumers.

In this issue, you will discover our strategic partnerships, product initiatives and key events that are redefining innovative payment solutions that are transforming the payments landscape.

I hope you enjoy reading this issue.

EEMEA Spotlight

Introducing bespoke travel and hospitality experiences in the Middle East

Mastercard is pioneering travel innovation and elevating hospitality experiences for discerning travelers across the Middle East by collaborating with Marriott Bonvoy. This partnership will enable consumers to avail exclusive and unique offerings, such as new credit card tiers that give travelers premium benefits and point-earning opportunities on everyday purchases. By tailoring solutions to the unique preferences of the region's travelers, this collaboration is set to fuel industry growth and enhance travel experiences.

More on this →

Introducing the Flexi Credit Card: A first in Saudi Arabia

Mastercard unveiled Saudi Arabia's first Flexi Credit Card in partnership with Saudi National Bank, allowing customers to split purchases into four easy, interest-free installments. This innovative digital solution provides unmatched flexibility and exclusive savings at partner outlets and supporting financial empowerment.

More on this →

Transforming cross-border payments across Africa

Mastercard launched a pioneering cross-border payment solution across Africa in collaboration with Access Bank Group to equip businesses and consumers with seamless international transaction capabilities. This solution will empower them to enjoy traceable and cost-effective international payments.

More on this →

Empowering Ukrainian entrepreneurs through 'Made in Ukraine' initiative

We've collaborated with the Ukraine Ministry of Economy to bolster the 'Made in Ukraine' initiative, focusing on supporting local businesses and boosting demand for domestic products. This memorandum sets the stage for fostering the growth of Ukraine's digital economy and providing support to entrepreneurs.

More on this →

Third Mastercard Women SME Leaders Awards 2024 winners announced

We are proud to announce the winners of the 2024 Mastercard Women SME Leaders Awards, spotlighting exceptional women entrepreneurs across the EEMEA region. 15 winners included women entrepreneurs from Egypt, Lithuania, Namibia, South Africa, Tanzania, Turkey, UAE and Ukraine.

More on this →

Revolutionizing travel payments in the Middle East with HSBC

We've teamed up with HSBC to launch the region's first wholesale travel program, introducing a groundbreaking virtual card solution that transforms B2B travel payments. This solution will not only enhance transaction security and liquidity, but also empower travel merchants with streamlined operations and optimized cash flow.

More on this →

Mastercard's Priceless experiences come to Urla, Turkey

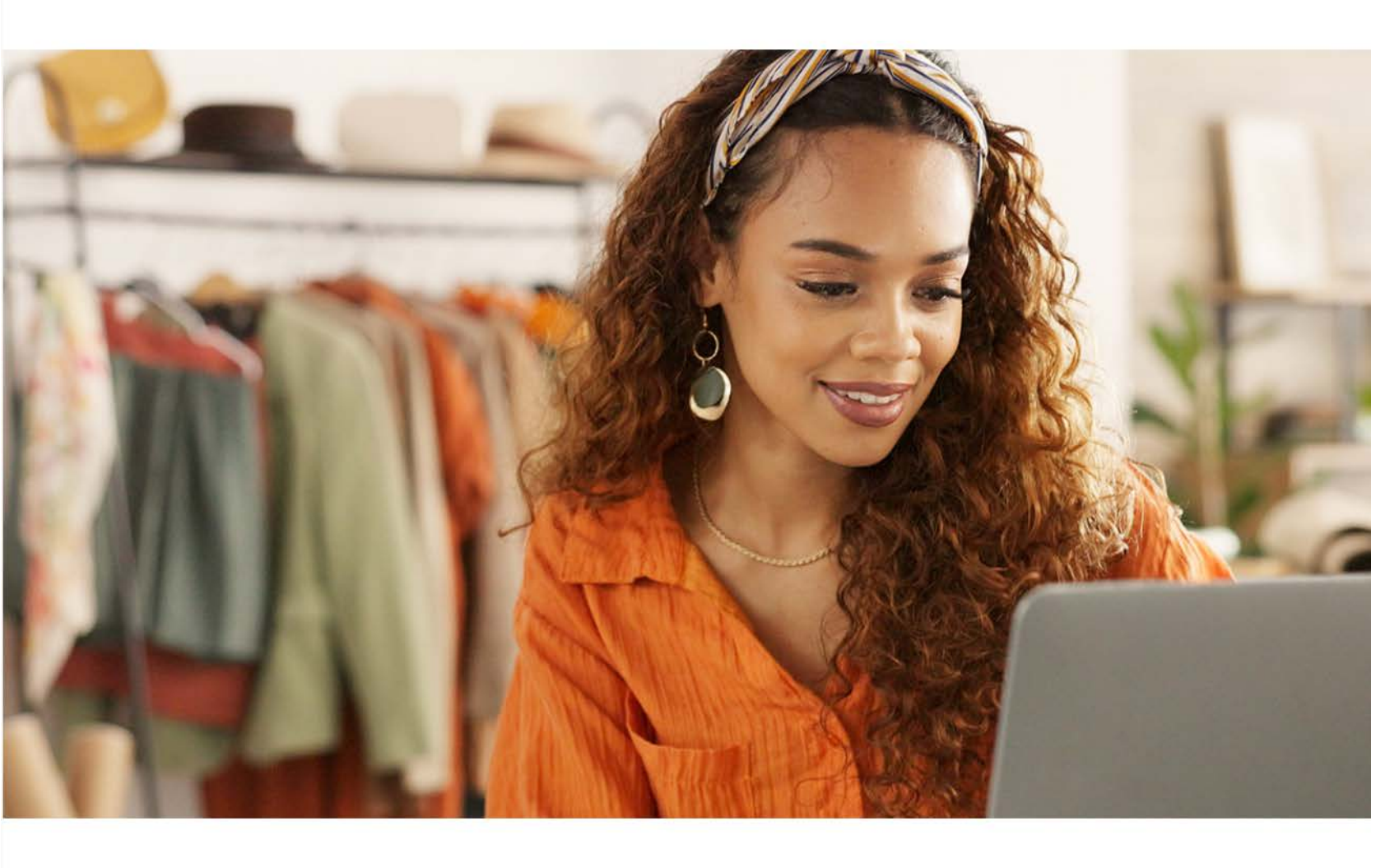
Our Priceless platform expands its unique experiences to Urla, the gem of Izmir, enhancing our global repertoire of exclusive destinations. With the introduction of Urla Gastronomy Days, we invite culinary and travel enthusiasts to explore Urla's rich cultural and gastronomic heritage through private tours, Michelin-starred tastings, and more.

More on this →

Read More

- We launched our new Women's Leadership Network (WLN) chapter in Saudi Arabia
- Mastercard and Women Choice to further invest in the development of women entrepreneurs across Middle East and Africa
- Mastercard and CEBIH join forces to bolster cybersecurity in Nigeria
- Masterpass celebrates its 9th anniversary!

Innovation and Trends



South Africa's online retail thrives, surpassing 6% of total market share

A pivotal study backed by Mastercard and partners, reveals a robust 29% growth in South Africa's online retail, reaching R71-billion in 2023. Projected to exceed R100 billion by 2026, this surge is fueled by AI enhancements and a strategic shift in e-commerce, signaling a dynamic evolution in consumer shopping habits and payment solutions.

More on this →

Introducing 'Partial Approval' service for flexible payments in Ukraine

Mastercard's new Partial Approval service in Ukraine enables seamless combined payments, offering users greater flexibility at checkout. This innovative solution allows customers to cover remaining balances with alternative methods, enhancing convenience and payment options across participating partner networks.

More on this →

Middle East region leads global growth in luxury travel reveals latest Mastercard report

Our latest 'Affluent Travel' report highlights the Middle East region as a global leader in luxury travel growth, driven by high-net-worth individuals seeking sustainable and culturally rich experiences. The report also notes the strong adoption of loyalty programs among GCC tourists, reflecting a shift towards personalized travel choices.

More on this →

Innovating Bahrain's payment landscape with The BENEFIT Company

We teamed up with The BENEFIT Company to reshape Bahrain's payment systems. This collaboration aims to introduce cutting-edge digital payment solutions catering to the evolving needs of consumers and businesses alike.

More on this →

Report reveals surge in Turkey's travel and spending trends

Mastercard's new tourism trends report reveals a 16% increase in foreign tourists and 7% increase in spending in Q1 2024 in Turkey. The cities where foreigners spent the most were Istanbul, Antalya, Izmir, Ankara, and Muğla, respectively.

More on this →

Survey reveals surge in digital payment adoption among Ukrainians

From the rise of contactless payments to increasing interest in digital banking solutions, delve into the shifting payment preferences of Ukrainians as revealed by the latest Master Index survey. The results confirm Ukrainians' steady shift towards digital payments, with one-third of Ukrainians willing to switch from plastic to digital payment cards over the next two years.

More on this →

Elevate your shopping experience with Mastercard Installments in the UAE

We've partnered with Network International to introduce Mastercard Installments across the UAE. This service offers consumers a flexible way to convert their purchases into easy installments at various merchants, both online and in-store. It enables shoppers to digitally access installment offers, pre-approved through their bank's mobile banking app.

More on this →

Read More

- Unlock premium perks with Bahrain's first World Prepaid Card
- Mastercard empowers digital inclusion of youth in Kenya with launch of Alice Ngunzu Digital Labs
- Ministry for Restoration of Ukraine and Mastercard to cooperate on restoring the tourism industry
- Mastercard, Wowzi, and MDP unite to transform financial management for content creators

Across the Globe

Mastercard and African Development Bank Unite to Digitalize Africa

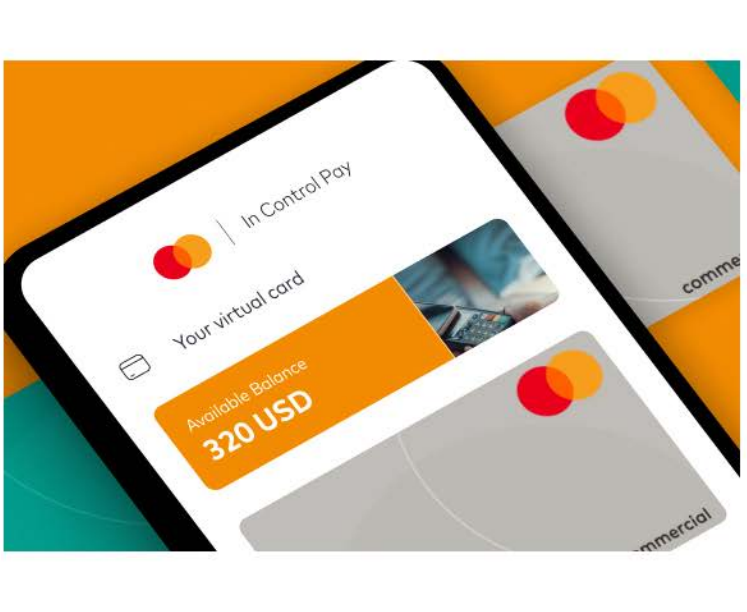
We have partnered with the African Development Bank Group to launch the MADE Alliance: Africa to bring digital access to 100 million people across the continent. This initiative will begin by aiding three million farmers in Kenya, Tanzania, and Nigeria, providing digital identities and agricultural resources to boost productivity and inclusion.

More on this →

Mastercard enhances anti-scam efforts with AI innovations

We've elevated our commitment to fighting fraud by launching Scam Protect, an advanced AI-driven solution. By collaborating with industry giants like Verizon NatWest, and Global Anti-Scam Alliance, this initiative will identify and prevent scams more effectively, offering consumers a smarter and safer digital experience.

More on this →



New virtual card App to revolutionize business and travel payments

Designed to streamline travel and business expenses, developed in partnership with HSBC and Westpac integrates virtual commercial cards into digital wallets. This app offers enhanced security and convenience for contactless payments, empowering businesses with faster and secure payment solutions.

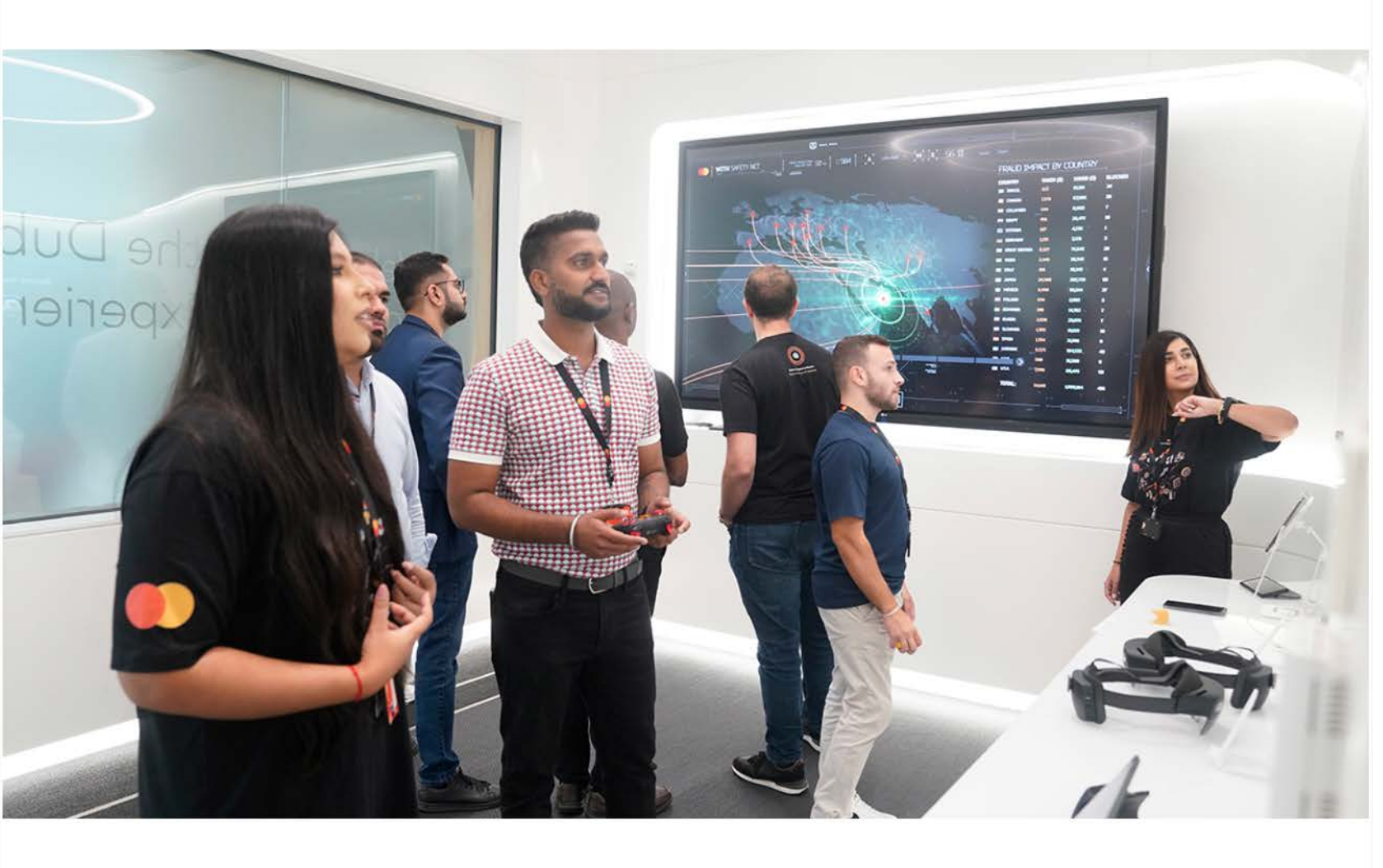
More on this →

Mastercard report highlights surging 2024 travel trends

According to Mastercard's "Travel Trends 2024" report, the travel industry is experiencing record growth, with travelers extending their stays and prioritizing meaningful experiences. The study shows a surge in international air and cruise travel, underlining a year of robust consumer demand.

More on this →

Events during Q2 2024



Innovation Week 2024: Transforming the way we think, collaborate, and innovate

Mastercard hosted it's second edition of Innovation Week across seven offices in the EEMEA region, with other locations joining virtually. The event featured a showcase of pioneering technologies, expert-led AI skill workshops, and competitions. It enabled thousands of employees from all levels of our organization to engage with cutting-edge technologies, attend product development workshops and compete in a challenge that could see their ideas influence our strategic direction.

More on this →

Hosting the Excellence in Customer Engagement Summit

Mastercard hosted its inaugural 'Excellence in Customer Engagement Summit' in Dubai, uniting over 100 key executives from Africa and the Middle East's retail and hospitality sectors. The summit served as a vital forum for discussing innovative customer engagement strategies, significantly boosting regional business growth and partnerships.

More on this →

Celebrating the UEFA Champions League finals

We transformed the UEFA Champions League Finals into unforgettable viewing experiences in Nairobi and Amboseli. Fans enjoyed electrifying performances by Khaligraph Jones and Nameless, alongside a unique safari-viewing in Amboseli. These experiences brought together thrilling sports action and created priceless experiences.

More on this →

Catalyzing innovation at the Mastercard Fintech Forum in Morocco

The Mastercard Fintech Forum 2024 brought together 50 of the biggest fintech companies in Morocco, startup founders, fintech leaders, and investors. Centered around the theme of 'Digital and Financial Inclusion in Africa: Two Faces of the Same Coin,' this premier event fostered discussions, idea exchanges, and partnerships.

More on this →

Collaborating for progress at Mastercard Indaba 2024

Under the theme 'Paradigms. Payments. Possibilities – Collaborating for Progress', Mastercard Indaba 2024 was held in Pretoria. This event is South Africa's annual customer engagement conference bringing together partners, innovation influencers, and key stakeholders from various sectors.

More on this →

Read More

- Mastercard's May Said joined RiseUp's stage in a panel discussion.
- Mastercard joined as the digital payment partner for CAISEC '24 in Egypt.
- Amnah Ajmal Discusses Digital Payment Trends At Dubai Fintech Summit 2024
- Mastercard joined the Annual Bankers Conference in Uganda as the official sponsor.
- Inji Borai joined a panel discussion at the Egyptian Banking Institute's conference.

Join us at the events in Q3 2024

Esports World Cup
3 July-25 August; KSA
Join us at the Esports World Cup, where the world's best gamers come together for a historic tournament, and connect with top players, casters, and industry experts to experience the thrill of competitive gaming. Click **here** to register.

Paytech Conference
21 August; South Africa
Explore the future of payments and fintech at the Paytech Conference, where industry pioneers, innovators, and decision-makers gather to share insights, forge connections, and drive the digital transformation of the financial services sector. Click **here** to register.

Seamless North Africa
2-3 September; Cairo, Egypt
Unlock the future of fintech, payments, and e-commerce in North Africa, and connect with industry leaders, innovators, and disruptors at Seamless North Africa 2024. Click **here** to register.

Seamless KSA
22-24 October; Riyadh, KSA
Join us at the biggest event covering the latest innovation in payments, fintech, retail, and e-commerce in the Kingdom, and connect with the industry's most innovative providers and technology leaders. Click **here** to register.

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