

Payment Card Technologies – May 2011

First Premier MasterCard® Prepaid Card launch – The quality of bespoke; the cost of a white label.



For some years now, Payment Card Technologies have been managing successful programmes on behalf of a large and valued client base.

Now, PCT have developed their own brand of Prepaid Card, the First Premier Card. It finally brings together all the usual great benefits of their pay-as-you-go payment cards, but harnesses their accumulated knowledge of the Prepaid sector and the needs of financially savvy consumers.

A highly competitive product, that's already been brought to the market, coupled with a slick online sign up process, firmly sets the product apart from the competitors. Clients who still wish to provide their customers with a Prepaid Card, but who don't have the budget for a bespoke programme are now able to provide their customers with an 'off-the-peg' solution, which will inevitably be a great draw for many clients.

The First Premier Card is a general spend card, aimed at customers wanting the flexibility of cash but all the security associated with the MasterCard brand. With secondary cards available, they're also great for parents with kids at school, or university where money can be moved quickly and easily onto the secondary card. With no overdraft facility and no hidden fees, they are a great way for teaching kids to live within their means.

A First Premier travel card is also being developed to provide clients with further options for their customers.

Ian Clowes MD " First Premier is an exciting and important product for PCT which will open up the market to new clients who require a low cost entry into prepaid with the opportunity to upgrade into their own bespoke card scheme at a later date"

For companies wishing to learn more about the First Premier Card product please visit: www.paymentct.com, or alternatively, visit www.firstpremierprepaid.co.uk to purchase a card today.

MasterCard is a registered trademark of MasterCard International Incorporated. The Card is issued by Newcastle Building Society ("NBS") pursuant to licence by MasterCard International Inc. NBS is authorised and regulated by the Financial Services Authority as an issuer of e-money (registration no. 156058)

Editors notes

About Payment Card Technologies

Payment Card Technologies Limited (PCT) is an international prepaid and debit card programme manager with offices in London and Dublin. Formed in 2007 and co founded by Frank Lambe (Chairman) and Ian Clowes (MD), PCT acquired Chester based First Prepaid and Affinity Cards in 2008. PCT now delivers some 14 card schemes with clients including Fair FX and Ghana International Bank, along with a number of consumer schemes including Oakam Financial Services and Talksport. PCT also provides consultancy services on an international basis to programme managers, card service providers and financial institutions.

For further information, visit www.paymentct.com.

About Frank Lambe

Frank Lambe, Executive Chairman, is a co-founder of Payment Card Technologies. Frank was formerly Head of Cash Development at Alliance & Leicester, Director of Alliance & Leicester Cash Solutions and has some 38 years banking experience with a particular focus on the payments market. At Alliance & Leicester, he was responsible for establishing and successfully growing the Bank's prepaid card business. In other roles, he was responsible for managing major banking outsourcing relationships including partnerships with Group 4 Securitas, Nationwide Building Society and Lloyds Banking Group. Frank has also been a member of a number of senior APACS committees and Bank of England committees.

About Ian Clowes

Ian Clowes, Managing Director, is a co-founder of PCT and a former Director of Abbey National and Unisys. As a key player in the Payments industry, sitting on main industry boards (APACS council, BACS, Cheque and Credit clearing Ltd etc) he was responsible for setting up Abbey National's payment business (cards, cash, cheques, electronic, international) winning prestigious contract including the Bank of England's clearing.

About Newcastle Building Society:

About Newcastle Building Society's Card Solutions Division www.nssl.info
Card Solutions offers BIN sponsorship, card issuance, settlement services and complete regulatory compliance. It is currently ranked as the largest provider in UK and Europe by MasterCard® on monies settled, and seventh globally on MasterCard® prepaid network, with over 300 live schemes. It has over 1.25 million of its issued cards active month on month carrying out over 1,700,000 transactions.

- Card Solutions issues a range of card programmes including:

- Debit cards Retail gift cards – replacement of paper gift token
- Teen cards – 13+ age introduced to card holding
- General spend cards for adults without access to banking facilities.
- Travel cards – Safe convenient alternative to travellers cheques.
- Corporate incentive cards – cards issued direct to employees as reward payments.
- Payroll and Payroll Plus cards – salary payments for employees.

The Society is a MasterCard® Principal Member, with the most MasterCard® approved prepaid programmes in the UK. Card Solutions holds a SEPA licence and have live programmes in the UK, Ireland, Germany, Belgium, Poland, Spain, Italy, Portugal and Hungary.