

Case Study: Tuxedo Prepaid MasterCard® and Maestro® Cards

Prepaid solutions with a winning approach

As an approved MasterCard® Member Service Provider since 2006, Tuxedo Money has grown rapidly to become one of the UK's leading prepaid card providers. Tuxedo focuses on delivering prepaid MasterCard® and Maestro® cards and other award-winning, innovative stored-value products in the UK. The company's strengths lie in the flexibility of the marketing solutions that they offer to their partnering brands, plus the technology that underpins the use of their cards.

An elegantly tailored prepaid solution

Tuxedo prepaid cards offer a simple and safe way for consumers to manage and control their money. They're ideal for people who are having difficulty opening a bank account or getting a credit or debit card. Tuxedo prepaid cards can be used to pay bills, spend in-store, shop on-line and withdraw cash from ATMs. Employee wages or salary can also be paid directly onto the card.

Tuxedo Prepaid MasterCard® and Maestro® Cards. Award-winning prepaid solutions for everyone

Tuxedo prepaid card features at-a-glance:

- No credit check to obtain a card
- Can be loaded with cash at over 35,000 participating locations, or on-line and via phone or bank transfer
- No line of credit with prepaid cards: so no borrowing and no debt
- Each card is personalised with the user's name and *account*® number
- More secure and convenient than either cash or cheques
- Salary or wages can be paid directly into the Tuxedo *account*®
- Internet access to balance, account information, and transaction history
- Can be used at millions of retail locations worldwide, at an ATM (cash machine), and over the Internet - wherever MasterCard® or Maestro® is accepted

The cards can be purchased on-line, and there are no credit checks or lengthy application processes. When purchasing the card, the buyer may choose to receive a second card (free of charge) linked to the same account. This second personalised card can then be given to an individual of the buyer's choice. The cards can be used wherever MasterCard or Maestro is accepted, which means millions of retail locations and ATMs worldwide.

Simply activate, top up, and use

One of the reasons their cards have become so popular is that Tuxedo presents their customer offer transparently in all their communications. Tuxedo makes concerted efforts to 'make prepaid clear' to the consumer; and their website includes locator tools for shops, ATMs and top-up locations. The result is prepaid products that are very easy to purchase, activate, and use.

Customer awareness through 'The Sun' and 'News of the World'

To reach their target market, Tuxedo created an important co-branding alliance with two major British newspapers. *The Sun*, with a circulation of over 3 million, is the UK's largest daily; its sister newspaper, *News of the World*, is a Sunday paper with a readership of 9 million. The two newspapers are read by the country's general population, which is precisely Tuxedo's target group as well. In addition to print, *The Sun* has a strong on-line presence (with complementary readership) and TV advertising. In autumn 2007, Tuxedo launched The Sun Prepaid MasterCard Card and then soon followed with the News of the World Prepaid MasterCard Card.



"We recognise that we will not succeed as an industry, or even individual companies, unless we go to the trouble of explaining prepaid to the customer and how it can solve a problem or save them money."

Mark Simon, CEO,
Tuxedo Money
Solutions Ltd.

“MasterCard understands the importance of brands like these,” says Tuxedo’s Chief Marketing Officer, Colin Loubser. “Partnering with the newspapers has enabled Tuxedo to leverage both the power of media and the pull of strong brands.”

On-line loading with *eccount*® service

In addition to launching newspaper co-branded schemes, Tuxedo aims to accelerate the adoption of prepaid cards and services by consumers in the UK through their *eccount*® service. The *eccount*® allows cardholders to move their money securely to single or multiple prepaid cards, as and when they need it. The cards can be loaded on-line and customers can now top up their prepaid cards by sending text messages via their mobile phones, giving them flexible spending power on the move. In addition, when the balance is low and needs topping-up, a free SMS alert is sent to their phone.

Cardholders can also check their balance via text message, manage their card(s) on-line, share money with friends and family in the UK or abroad, and use the Internet to transfer funds to separate cards within the same *eccount*®. Furthermore, parents (as primary cardholders) have the ability to allow their younger family members to use their own card to purchase on-line or in-store.

“This is a product that will change the way people use prepaid cards,” says Mark Simon, Tuxedo’s CEO. “And we’ll be adding new services on a regular basis, such as cash-back from purchases through the Internet.”

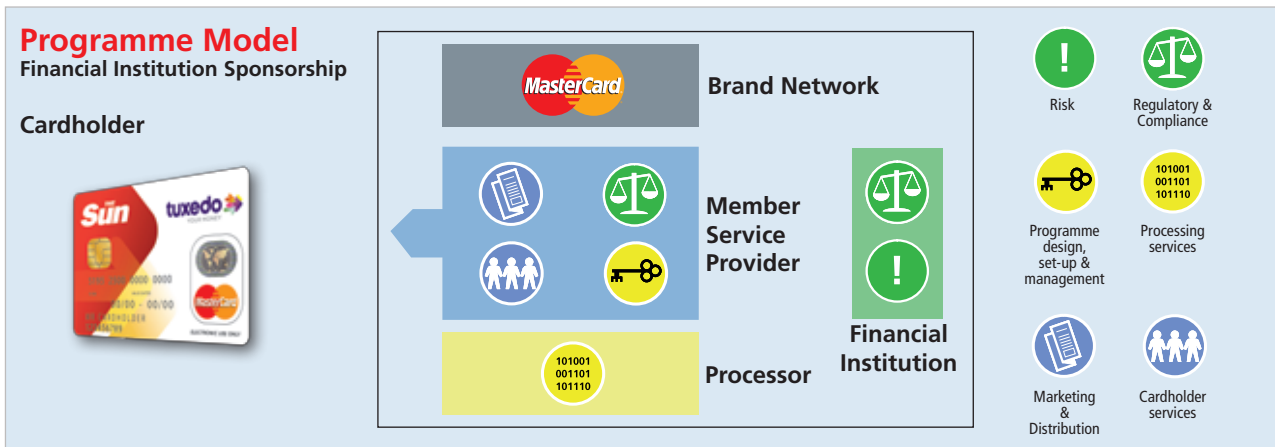
Winning awards on both sides of the Atlantic

At the prestigious UK Card Awards at the beginning of 2008, Tuxedo’s Blue Diamond Card won the Best Consumer Marketing Prepaid Card Programme Award. Then, at the Pay Before Card Awards in Las Vegas, Tuxedo again took top honours with The Sun Prepaid Card winning the Best Consumer Marketing Campaign Award.

What distinguishes Tuxedo from the competition? “First of all, our clear proposition,” Colin Loubser says. “The cards are also visually attractive, and we advertise to make the product accessible to consumers. I think a big plus is that the second card (which is great for sharing money with friends or family) is free!”

“Tuxedo is constantly pushing the boundaries to make prepaid cards more accessible and easy to use for consumers.”

Paul Bartholomew-Keen, Business Leader, MasterCard Prepaid Europe



To learn more about the Tuxedo MasterCard® and Maestro® prepaid card programmes and how you can benefit from partnering with MasterCard Prepaid Services, contact your MasterCard representative today.

MasterCard Prepaid Services™
Delivering Growth Through Payment Innovation

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