

PLUS Forum Moscow: Underscoring Commitment and Looking Ahead



This June PLUS, a monthly Russian magazine focusing on the payments industry, hosted its fifth annual forum. Our company was a global partner to the event, which focused on emerging products, mobile services and new technology in the payment industry. We used this opportunity to showcase our technology leadership and communicate with representatives from banking, telecommunications, transit, retail, IT vendors, and government bodies. Alexey Volkov, Business Leader, Product Expert Sales and Anton Shigapov, Business Leader, Product Sales Expert, PayPass & Transit, were speakers at the conference.

The MasterCard booth was a key attraction at the venue, grabbing the attention of guests and highlighting our role in the Russian payment industry. The booth showcased the following key projects and products:

- Muscovite's Social Card - used for distributing benefits among social security beneficiaries in Moscow and can now be used for making contactless purchases around the world. It is issued under the MasterCard brand with an embedded EMV chip enabled with the MasterCard PayPass® technology. Besides the bank card capabilities, it enables cardholders to pay transit fares, arrange visits to doctors in a hassle-free way, and receive discounts at a number of merchants.
- Contactless MasterCard PayPass technology, used at a POS solution, was exhibited at the MasterCard booth by I-Free, an innovative company present in both Russian and global payments market. The solution, called Simplate, shows the best offers and additional services to consumers at the checkout, based on the purchases already made and using an interface that looks similar to a game on a tablet.
- A joint solution with Uniteller, a Russian card processing company will help make museums and exhibitions cashless. Visitors will be able to purchase tickets using a contactless card or device, without the need for a paper ticket.

Events like PLUS Forum enables us to highlight our longstanding heritage on the Russian market, as well as to look ahead and map out our future path here. We will continue to

contribute to the evolution of the Russian payments industry by developing innovative solutions and implementing them in partnership with key market players.