



5 Questions for Felix Marx

If you don't know the Mobile Transaction Solutions (formerly named C-SAM) team yet it's time to get familiar. February marks the one year anniversary of MasterCard's acquisition of C-SAM, so we decided to catch up with Felix Marx, who leads the Mobile Transaction Solutions (MTS) business, to learn about the progress that's been made since being integrated into Emerging Payments.

1. Can you talk about why C-SAM has been such an important acquisition for MasterCard?

The relationship between MasterCard and C-SAM dates back to 2012, when we partnered to introduce NFC mobile wallet services to bring consumers better shopping experiences. We realized that was only the tip of the iceberg of what we could do together. Because of the opportunities presented by the digital shift, the mobile wallet and on-device software and services developed by MTS have been an integral part of furthering the Emerging Payments strategy.

2. It's been about a year now since the acquisition. Can you share a little bit about the integration process and how that is working?

Over the past year, MasterCard has welcomed a significant new talent base into the Emerging Payments family, and I'm pleased to report that we were fully integrated into MasterCard in a record 10 months. We also retained more than 95 percent of the former C-SAM employees, which exceeded our target.

From a product standpoint, I'm proud of the progress we've made to reinforce MasterCard's digital capabilities, particularly for MasterPass, with the addition of MTS' world-class consumer wallet solutions. And we are well aligned with the International Markets and North American Markets business development and market development teams across the globe, with a schedule of events to be run throughout 2015 to continue the strong engagement and help to diversify MasterCard's business.

3. Speaking of consumer wallet solutions, one major development in the past year is that MTS recently launched the Custom MasterPass Wallet. How is that going?

It's going great. MTS developed the Custom MasterPass Wallet for financial institutions seeking a customizable mobile payment solution. This new solution is an alternative to the MasterPass White Label Wallet and was recently launched by Tai Shin Bank in Taiwan. We now have a

dedicated team of 120 developers who are designing other mobile payment solutions for MNOs, financial institutions and retailers, with a focus on the grocery and fuel sectors.

4. What are some other highlights or wins that have occurred with MTS over the past year?

We signed a number of new deals with issuers around the globe (including Ugo in Canada, UC Card in Japan, BanColombia in Colombia, Semble in New Zealand, Smartlink in Switzerland and DNB in Norway among others) and have been supporting some very strategic initiatives for Emerging Payments. We also launched a Mobile App Squad which is working on some innovative solutions for mobile devices.

5. You and Ed McLaughlin (among several other MasterCard execs) were recently in India, where our newest tech hub has just opened and where many MTS employees are based. What were your impressions from the trip?

It is wonderful to see the enthusiasm and support for our initiatives there, and I think the teams based in the India tech hub are inspired to hear what a critical role they play in the growth of our business. Of particular note for me, I am happy to see that as we work together to create a platform for digital commerce that our partners can build great businesses upon, we will continue to draw heavily on MTS' capabilities. This will enable us to provide custom solutions that enhance, not interfere with, customer relationships – and will create even greater opportunities for us to win in digital. It also is great to see that our team in India lives the MasterCard values and brand and is proud to be part of such a great company.