



Dispatch From Mobile World Congress

Editor's Note: The Worldwide Communications team is reporting from on the ground at Mobile World Congress in Barcelona. Read the latest dispatch now:

March 5

Over the last four days at the Mobile World Congress, our colleagues have visibly demonstrated why we are one winning team across the globe. Each demonstration, each event and each customer meeting has left a positive and lasting impression on our audience and our customers. Special thanks to our colleagues from the GP&S team who have tirelessly worked from early each morning 'till really late in the evening making sure that the demos are pitch perfect. The buzz at our stand is something to be experienced. Awesome! - *Sanjiv Purushotham*

March 4



The past couple of days have been a whirlwind at Mobile World Congress and day 3 was no different. We kicked off another busy morning in Barcelona in a truly priceless way with a keynote fireside chat between Raja Rajamannar and CNET editor Roger Cheng at the GSMA's Mobile Media Summit. Raja talked about the evolution of marketing in the mobile age and gave

advice to today's digital marketers, stressing that marketing strategies must be designed with consumer connectivity and mobility in mind.

Raja also shared how we've evolved our Priceless marketing platform over the past 18 years. Perfect timing since today we celebrated the one year anniversary of Priceless Surprises with an announcement at the show that has already resulted in media coverage from leading marketing publications including AdAge and The Drum.

In fact, all week at Mobile World Congress, we've been surprising and delighting show attendees from around the world with our Priceless Surprises. Our Marketing colleagues have put together some incredible priceless experiences at our booth this year. Here are some of the highlights:

- A **NFC shopping experience** using MasterPass in-app
- The **Priceless Surprises vending machine** with chances to win UEFA Champions League memorabilia and signed collectables from global superstars
- The **UEFA Champions League trophy** for a photo op

Also, this evening, 50 lucky delegates were treated to a free **Priceless bus ride** from the convention center to points around Barcelona – truly a luxury if you've ever stood in one of the extremely long taxi lines at the show!

In other day 3 activities, Mung Ki Woo spoke on a panel on mobile payments security as part of the GSMA Seminar Series and we also [announced a partnership](#) with popular U.K. restaurant, Wagamama, to launch Qkr! with MasterPass at 112 locations in the U.K.

Check back here tomorrow for our wrap up of the fourth and final day of the show. We'll end the week strong with a panel session featuring James Anderson on the topic of "Navigating the Mobile Contactless Payments Landscape." Hasta mañana! - *Marisa Grimes*

March 3



After an eventful opening day with our role in powering Samsung Pay making headlines around the globe, day 2 at this year's Mobile World Congress was all about demonstrating our leadership around financial inclusion.

The day kicked off with Ajay visiting our booth, seeing how our product teams bring to life MasterCard's work around safety & security, Internet of Things and financial inclusion with practical demos at this year's MWC. Ajay then hosted a breakfast media briefing marking the launch of a national ID program in Egypt that will see essential financial services being extended to 54 million citizens in the coming years. Alongside the Minister of Communications and Information Technology for the Government of Egypt, Ajay addressed media representing outlets from all over the world including *The Wall Street Journal*, *Bloomberg*, *ComputerWorld*, *IDG News Service*, *Agence France Presse*, *Forbes Mexico*, *Al Akhbar* and *Nikkei*. Many media stayed around to learn more about MasterCard, experience demos and hear more about our work.

Later, Ajay delivered a keynote speech ([read it here](#)) that generated a lot of buzz at the venue and on social media. In front of technology executives and government representatives from around the world he made the point that it takes collaboration across industries and countries to include more people in the financial mainstream. Ajay closed his speech with an African proverb: "If you want to go fast, go alone. If you want to go far, go together." The keynote, along with supporting news announcements around HomeSend as well as our work in Egypt, continues to generate coverage across the globe with MasterCard dominating share of voice over our competition.



With the arrival of Apple Pay and Samsung Pay, mobile payments has really taken center stage at this year's Mobile World Congress. All day, our booth was abuzz with media, analysts, customers and partners wanting to learn more about how MasterCard is connecting consumers to "What's Next." Many visitors were complimenting us on how we were standing out at this year's show, demonstrating our thought leadership while projecting a warm and collaborative spirit that wants players from across the entire mobile eco-system doing business with us.

Today, Raja Rajamannar will take the stage at the Mobile Media Summit to talk about connecting with consumers in the digital age. More on how we are putting a bit of Priceless in this year's MWC in tomorrow's dispatch from Barcelona. - *Bernhard Mors*

March 2



Our participation in the 2015 Mobile World Congress kicked off with a bang – in the form of our partnership with Samsung to deliver Samsung Pay to our cardholders. In front of an audience of 5,000 mobile influencers, we received top billing as a key partner for the new mobile service.

Since that time, more than 1,400 Samsung Pay articles have been written by journalists and influencers around the globe, including great pieces in *The Guardian*, *USA Today* (in print paper

on Monday) and on the Mashable site, where the article was shared more than 2,100 times across social media platforms.



From hard hats on Sunday to a beautiful booth unveiled on Monday morning, there was a buzz within the MasterCard team on the ground. This is *our year* to put a stake in the ground on defining the future of payments. And with packed demos, 14 media interviews and a Priceless marketing activation creating a buzz throughout the event, people are taking notice of us. Alongside the events on stand and around the congress, today saw the first of the Mobile World Summit events. This invite-only session was attended by over 300 CEOs and government officials from around the world, ensuring a knowledgeable and engaged audience. Leading MasterCard's involvement in the event was Ann Cairns, whose session entitled "Enabling Digital, Financial and Social Inclusion" brought together HRH Queen Maxima of the Netherlands, Ahmad Juffar, CEO Etisalat Group and Jon Fredrik Baksaas President and CEO of the Telenor Group (*see photo above*).

Hosted by David Kirkpatrick of Technonomy Media, the session was insightful and engaging. Ann's involvement ensured the deep insights into the work MasterCard is doing to further innovation and financial inclusion – including examples from Africa, Asia and Latin America. - *Brian Gendron*

March 1

I woke up this morning with OMG!, today is Day 1. Not because I was scared that anything would go wrong (we had so much prepared!), but really excited to see the first reactions of visitors when testing our demos, about announcements with partners like Samsung, Cubic and PRIME and the 20+ media interviews organized to tell how 'MasterCard takes you to #WhatsNext' (add link to the MWC digital press kit). Twelve hours later, I have only one word: IMPRESSIVE!

OK, some demos had to be fixed last minute with decoration bought at the IKEA shop next door ;-), but they have been packed all day long. I particularly enjoyed the 'Internet of Things' demo showing how you can order dinner and pay for it from your Samsung Gear watch or order drinks and pay for them with MasterPass from the dashboard of your car while driving!!! The fantastic

Priceless Surprises corner set up by the marketing colleagues attracted a lot of football fans (but not only) willing to have their picture taken with the UEFA Champions League Cup.

Today I saw a lot of happy customers and happy MasterCard staff pleased to share their expertise, passion and demonstrate how MasterCard transforms any device into a commerce device. Despite the repetitive talks and the long hours, smiles were on every face and a great team spirit made Day 1 a terrific day! – *Corinne Raes*