

Year Ends with MasterPass Momentum

In great news as 2014 comes to a close, the launch of MasterPass in France and Russia has been announced, expanding the MasterPass footprint to seven countries in Europe. MasterPass turns any connected device, at any location, into a safe and ideal payment device. It is ideal for year-end shopping, keeping cardholder payment information secure in one place and eliminating the need to enter detailed payment and shipping information with every purchase

MasterPass Highlights from around the region

France: We will accelerate the deployment of MasterPass with the domestic digital solution Paylib, offering its users access to the global MasterPass acceptance in 2015. Furthermore, Lastminute and PriceMinister-Rakuten will become the first online merchants in the country to accept MasterPass.

Italy: Findomestic, Intesa Sanpaolo and Monte dei Paschi di Siena will now complete the list of the five MasterPass issuers already active in the country

Russia: MasterPass is now available to "LIFE Koshelek" users as well as users of the MasterCard Mobile service. Four of Russia's leading payment service providers – Payture, Yandex.Money, Wallet One and PayOnline – covering more than 30,000 online merchants, have also been integrated into the MasterPass platform.

Spain: The acceptance footprint of MasterPass will dramatically increase by end of January 2015 with the addition of 9,000 online merchants, thanks to partnerships with the Spanish domestic network EURO 6000 and Popular Payments, one of the leading acquirer specialists in the Spanish market.

UK: An additional over 20,000 online retailers now accept MasterPass supported by Worldpay.

To further accelerate the expansion of MasterPass in Europe, we have also granted Smartlink SA a reseller license to host and offer a white label version of the MasterPass wallet to its customers. Smartlink will introduce MasterPass to MasterCard issuers across Europe, with Switzerland and France being the first markets.

Javier Perez, president, Europe, says; "More and more banks, PSPs and retailers across Europe are joining the MasterPass platform. This clearly indicates that MasterPass is recognised for the value it brings to all parties."