

Media release

Cantonal banks joining forces with Visa to launch new generation of debit cards

The new debit card from Mastercard combines innovative features with customer-oriented services, representing a new generation of bank cards. Swiss banking customers will be able to use the cards to make payments at points of sale around the world as well as online. Freiburger Kantonalbank, Banque Cantonale du Jura and Aargauische Kantonalbank are the first banks in Switzerland to offer their customers the Debit Mastercard via their card issuer Visa Card Services SA.

Zurich, 12 May 2017 – The Aduno Group is teaming up with three banks in Switzerland to launch the Debit Mastercard. This modern debit card combines the well-established advantages offered by traditional bank cards with the additional, contemporary and futureproof functions of a Mastercard. Online shopping, acceptance around the world, security and full control of expenditure are just some of the advantages that customers of Freiburger Kantonalbank, Banque Cantonale du Jura and Aargauische Kantonalbank can expect when making transactions with the new card. Martin Huld, Chief Executive Officer of the Aduno Group, said: “We are delighted to be teaming up with three of our shareholder banks and at the same time pioneer banks to launch this product. To all of us here at the Aduno Group, this move not only means an expansion of our product portfolio, but also that we will be able to offer constant added value to our banks in our capacity as a full service provider.”

Simple and secure solution for online shopping

“It gives us great pleasure to be able to offer our card issuers a smart bank card in the form of the Debit Mastercard, which meets the habits and needs of their customers and is fitting for the times,” added Guido Müller, Country Manager of Mastercard Switzerland. Using the Debit Mastercard, customers around the world can make payments at over 43 million Mastercard instore and online acceptance points. The Debit Mastercard comes equipped with the ability to make contactless payments and can also be used to make mobile payments, i.e. using your smart phone. Edgar Jeitziner, President of Freiburger Kantonalbank, said: “Our objective is to always be able to offer our customers the most innovative products. The Debit Mastercard represents a new generation of payment card that can be used to make payments around the world, safely, securely and even online. The new debit card is a perfect fit for our customers as a supplementary offering.”

Customers who pay for products and services using this new bank card issued by Visa can rely on the highest security standards. The Debit Mastercard will of course be subject to the conditions currently applicable for all Visa Mastercards. In 2015, a technology was launched in the form of VisaOne (www.visaone.ch) which makes the use of Visa payment cards more secure, and at the same time, simpler. Payments are more secure because of the “Dynamic Strong Authentication” technology and simpler thanks to the faster 3-D Secure (3DS) authentication procedure in use during online shopping. Thanks to VisaOne, customers can be given real-time updates in the app about transactions involving their card and know at all times when a payment has been made on their card. Bertrand Valley, Director General of Banque Cantonale du Jura, said: “We are impressed with this new generation of debit cards. As with the credit cards provided by Visa, the VisaOne app is also used to approve online payments made using the Debit Mastercard and the 3DS authentication procedure. What’s more, our customers always have a full overview of all of their card transactions. The one thing that our portfolio was missing and now has is the combination of security and convenience offered by the Debit Mastercard, which can also be used for online shopping.”

The future for the new payment cards is here

An ever-increasing number of bank customers are using mobile banking, and the financial sector has already responded to this advance in digitisation. It is important for banks to be able to offer their customers innovative products that can be used in their everyday lives. It’s quite simple – whether you’re going shopping on your lunch break, booking a holiday online or quickly ordering takeaway food to be delivered, using a credit card or a Debit Mastercard to pay is secure and fast, with millions of online shops and businesses, hotels, restaurants and airlines around the world accepting Mastercard as a cashless means of payment. Pascal Koradi, CEO of Aargauische Kantonalbank, is also of the same view: “We believe that the route to success in terms of payment cards is in the intelligent bundling of services. It is high time for an innovative bank card that suits our

customers, meets their needs and is compatible with the way in which they make payments. We have been impressed by the Debit Mastercard thanks to its multifunctionality and full range of services in both the virtual and the real world."

The new, innovative Debit Mastercard will be launched on the Swiss market for the very first time. Customers of Freiburger Kantonalbank and Banque Cantonale du Jura will be able to obtain the Debit Mastercard from their banks starting in autumn 2017, while customers of Aargauische Kantonalbank will be able to get the card from spring 2018. There are plans to combine this card with the range of functions provided by the already established Mastercard Credit and Mastercard PrePaid cards.

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Aduno Group – the smart way to pay

The Aduno Group offers the entire range of products and services for cashless payment from a single source: from card issuing activities (Viseca Card Services SA) and card acceptance, to payment terminals (Aduno SA), personal loans and leasing (cashgate AG) as well as deposit guarantees (AdunoKauton AG and SmartCaution SA). As a leading company for private and commercial clients the Aduno Group is a fair and transparent partner. The Aduno Group is wholly owned by the largest Swiss retail and cantonal banks (Raiffeisen Group, all the cantonal banks, Migros Bank, Bank Coop and a number of commercial and private banks).

Aargauische Kantonalbank

Aargauische Kantonalbank (AKB) is a traditional universal bank for private and corporate customers, and offers comprehensive services for savings, investment advice, mortgages and loans. The bank's strengths include the needs-oriented, individual and consistently transparent advice it provides to private and corporate customers, private banking customers as well as institutional customers and customers subject to public law. AKB has 31 branches in the canton of Aargau as well as in the nearby area of Olten-Gösgen-Gäu in Solothurn. The bank employs approximately 750 people and manages in excess of 230,000 customers. Aargauische Kantonalbank has a AA+ rating from Standard & Poor's and can thus count itself among the world's best-rated banks.

Banque Cantonale du Jura (BCJ)

The objective of the BCJ is to contribute to the economic and social development of the canton of Jura, while offering the services of a universal bank at the same time. Thanks to it being well integrated in the canton's regional economy as well as the expertise it has to offer, the BCJ is the obvious and indispensable partner bank of the people of Jura. It's position as a customer-oriented bank means that customers will always be the focus of everything the bank does. The bank possesses a wide-ranging product portfolio and offers an extensive range of loan, asset management and advisory services for both private individuals and companies. It is headquartered in Porrentruy and operates 3 offices and 8 branches, employing 139 people.

Freiburger Kantonalbank

Founded 125 years ago, the Freiburger Kantonalbank (FKB) provides the services of a customer-oriented universal bank and proposes tailored solutions to its customers. The FKB is the market leader within the canton and is frequently mentioned as a role model in terms of efficiency thanks to its total assets of more than 21 billion francs. The bank has its headquarters in Freiburg, operates over 28 branches (one of which is online), 56 ATMs and an e-banking sales channel, and employs 451 people. As a corporate body governed by public law, the FKB has a government guarantee. This guarantee indemnifies the bank.

Mastercard

Mastercard (NYSE: MA) is a technology company in the global payments industry. The company operates the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, travelling, running a business and managing finances – easier, more secure and more efficient for everyone.