

Media release

## **Freiburger Kantonalbank the first bank in Switzerland to offer the new generation of debit cards from Visa**

**Freiburger Kantonalbank is pioneering a new generation of payment cards. The bank's customers can now become the first in Switzerland to be issued with the Debit Mastercard® and Mastercard® Flex. These cardholders always have the full range of payment functionalities to hand – at the point of sale in Switzerland and abroad as well as online. This is regardless of whether they choose to pay by card or by using their smartphones or wearables. Card issuer Visa Card Services SA, an Aduno Group company, has made the market launch of this new type of debit solution possible.**

Zurich, 24 April 2018 – Simplicity and security are the key requirements when it comes to making payments in the digital age. The Debit Mastercard® and Mastercard® Flex offer both. Both cards are accepted at 43 million points of sale worldwide, in physical shops and for online shopping, which is a first in the debit card space. This means that cardholders will now be able to pay for their internet purchases straight from their bank accounts. In addition, both types of card feature a contactless function. The Mastercard® Flex combines the debit and credit functions in a single card, enabling cardholders to decide which function they use each time they make a payment. Furthermore, the Debit Mastercard® and Mastercard® Flex cards can be used to withdraw cash at any ATM in Switzerland and abroad that accepts Mastercard.

### **First digital debit solution in Switzerland**

As well as secure payments for online purchases, the two new cards enable convenient and secure mobile payments via Android smartphones and wearables. This makes them the first debit cards issued in Switzerland to feature a mobile payment option for using smartphone payment terminals incorporating the contactless function. The smartwatches from Fitbit (model "Ionic" and "Versa") and Garmin (model "Vivoactive 3", "Forerunner 645" and "Forerunner 645 Music") enable secure contactless payments via their Fitbit Pay™ and Garmin Pay™ mobile payment solutions. To make use of this option, cardholders simply have to activate their Debit Mastercard® or Mastercard® Flex via the respective apps from Fitbit or Garmin. The card information is stored on the smartwatches and Android smartphones in an encrypted form respectively substituted by a unique digital placeholder known as a token.

### **VisaOne app now features a mobile payment function**

VisaOne, the digital service that was launched by Visa in 2015, allows holders of a Debit Mastercard® or Mastercard® Flex to obtain a full overview of their current spending and available funds anywhere and at any time. They can also access other useful functions in the VisaOne app or on the web portal. The new feature Mobile Pay in the VisaOne app now gives Android smartphone users the option of paying by smartphone at shops across the world that have contactless-enabled payment terminals.

### **Added value for all**

From the word go, customers of Freiburger Kantonalbank have the full range of convenient payment options at their disposal with the Debit Mastercard® or Mastercard® Flex. Martin Huld, Chief Executive Officer of Aduno Group: *“Never before have payments been so simple and secure at the same time. With this debit solution, the only one of its kind in Switzerland at present, we can offer our shareholder and partner banks as well as their customers practical added value.”*

*“Proximity, competence and openness are core attributes of our bank. In launching these convenient debit card solutions, we are once again delivering on our core mission. We are delighted that in doing so we are also positioning ourselves as a pioneer in digital payments,”* explains Edgar Jeitziner, President of Freiburger Kantonalbank.

Besides Freiburger Kantonalbank, other shareholder and partner banks of Aduno Group will be including the Debit Mastercard® and Mastercard® Flex as part of their offering in the near future.

More information:

[Debit Mastercard®](#)

[Mastercard® Flex](#)

[Mobile Pay](#)

### **Freiburger Kantonalbank**

Founded 125 years ago, 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 which it indemnifies.

### **Media contact**

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### **Aduno Group – the smart way to pay**

The Aduno Group offers products and services for cashless payment: from card issuing activities (Viseca Card Services SA) to personal loans and leasing (cashgate AG) to deposit guarantees (AdunoKaution AG and SmartCaution SA). As a leading company for private and business 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 Cler and a number of commercial and private banks).

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