

Media release

## Viseca and Manor launch the Manor World Mastercard®

**Viseca Card Services SA, the Swiss specialist in cashless payments, is joining forces with Manor AG to launch the Manor World Mastercard®. The new free payment card with loyalty scheme attached will replace the current myOne loyalty card. The launch of this attractive loyalty card also signals Viseca's entry into the world of retail.**

Zurich, 15 June 2020 – From 1 July 2020, all Manor customers throughout Switzerland who hold a Manor myOne loyalty card will receive the new Manor World Mastercard®. This new free credit card will offer a variety of benefits to Manor customers, including card use worldwide, contactless payment, mobile payment and online shopping. In the multi-award-winning “one” app, customers are able to keep their spending under control at all times. It goes without saying that customers will continue to benefit from attractive offers and discounts at the 59 Manor department stores and in the online shop. However, now they will collect loyalty points for every transaction, even outside the Manor store network – at 43 million points of sale worldwide.

*“Our goal is to offer the most attractive loyalty card in the Swiss retail market, which can be used anywhere and leaves nothing to be desired in terms of security and payment habits. More than 35 per cent of the Swiss population already uses mobile forms of payment, and the strategic product areas for Manor of clothing, footwear and accessories are among the most popular categories. By embracing Viseca's experience and expertise in cashless payment, we will be able to offer our customers a bespoke solution from July onwards,”* explains Jérôme Gilg, CEO of Manor.

Max Schönholzer, CEO of the Aduno Group, says: *“We are proud to have Manor by our side as the leading department store group in Switzerland and to be launching this attractive loyalty card together. Thanks to our full takeover of Accarda AG, we have the know-how required to develop retail as a second pillar alongside the customer banks. With the successful launch of the Manor World Mastercard® we have proven that we are also well aware of the needs of the retail trade.”*

The Manor World Mastercard® will be available from 1 July 2020. During the transitional period, Manor will accept the myOne loyalty card until the new Manor World Mastercard® is used for the first time. Like almost every Viseca card, the Manor World Mastercard® works with Apple Pay, Google Pay and Samsung Pay. Customers can also manage their finances using the innovative “one” app. In addition to an overview of their spending, this app gives customers the option to block their card temporarily or to request a new PIN.

#### About Manor

The largest department store group in Switzerland welcomes its customers to the most attractive locations in the country, contributing to the revitalisation of Swiss towns and cities. Headquartered in Basel, Manor AG is the Swiss market leader in department stores with a market share of around 61 per cent. The company, which is represented in all parts of the country, employs around 9,100 people and currently trains 380 apprentices. The Manor Group includes 59 Manor department stores, 31 Manor Food supermarkets and 27 Manora restaurants. In total, Manor stocks over one million items from around 2,800 suppliers worldwide. Of these, around 700 are local producers who deliver seasonal produce to the Manor Food markets.

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

The Aduno Group is a leading provider of products and services of cashless payment. This includes the issue of payment cards of Viseca and Accarda and the development of innovative finance management solutions of Contovista. In 2019, revenue was at CHF 544.2 million and net profit was at CHF 58.3 million. The Aduno Group is wholly owned by the largest Swiss cantonal and retail banks. These include all cantonal banks, the Raiffeisen Group, Migros Bank, Bank Cler, regional banks and a number of private and commercial banks.

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