

About the Company

Founded:
2004

Markets served:
Venezuela, Peru, Mexico, Colombia

Partners:
Venezolano de Crédito, Banco Exterior, Interbank, Sambil Malls

Employees:
250+

Licenses & Certifications:
MasterCard Principal Member
ISO 9001-2000 in quality management standards

Platform:
Proprietary PCI DSS Compliant

Acceptance:
All programs branded by MasterCard, Maestro, Visa or Visa Electron

Active cards:
1,000,000+

Total Transactions:
48 million+

Annual Transaction Volume:
\$750 million+

Corporate Clients:
More than 6,500 including well-known global companies

Key Subsidiaries:
Tebca and Servitebca

Regional Brands:
Bonus, Provis, Plata

Company Milestones

- The first non-financial institution in Latin America to be granted a Principal Member license by MasterCard Worldwide for the issuance of branded prepaid cards
- The first prepaid general-purpose card in Latin America not to require a bank account
- The first mobile P2P (peer-to-peer) funds transfer platform using SMS (short message service) in Latin America
- Issued the region's first general purpose card programs in partnership with telcos and utilities.

Market At A Glance

- Approximately 70% of Latin American households have no bank account (IDB, August 2009)
- Latin America's informal economy is approximately 29% of GDP (IMF, April 2008)
- Informal employment comprises 51% of non-agricultural employment in Latin America (United Nations, 2007)
- The average cost of basic financial services for workers in the region is between 5-10% of a monthly minimum wage (World Bank, 2006).

Programs

All prepaid programs are branded, open-loop. Cards may be used, according to each program features, via web, phone, POS, ATM, SMS, bank tellers and money centers.

Corporate Solutions

Single-Purpose Cards:

- **EBT/Food Vouchers:** Facilitates payments of electronic benefits transfers made by companies in executing food and meal programs for their employees.
- **Consumer Promotions:** Helps large consumer goods companies develop and execute marketing and promotional campaigns to benefit unbanked consumers and consumers who live in remote areas.
- **Gas & Automotive Expenditures:** Designed for organizations to manage fuel and automotive expenses, when managing a fleet or as a benefit to employees.

General-Purpose Cards:

- **Cash Management/Payroll:** Used by companies to pay wages and salaries, sales commissions, bonuses and incentives. Can also be used to cover petty cash and personnel expenses such as per diems and travel.
- **Cash Management/Purchases:** Allows organizations to electronically disburse funds associated with bonuses, sales incentives, cash prizes, per-diem expenses as well as promotions and marketing campaigns. Designed to be used specifically at points of sale.

Consumer Solutions

General-Purpose Reloadable Cards:

- **General-Purpose Reloadable:** Aimed at unbanked individuals who lack access to formal financial services, allowing them to make purchases and payments, reload and secure cash, and transfer funds. Can support special features such as payment of utilities, phone top-up, microlending, malls, among others.

General-Purpose Non-Reloadable Cards:

- **Gift:** Shopping mall and other retail gift cards for the general public.

Awards



Headquarters

Miami
1111 Brickell Avenue,
Suite 1580
Miami, FL 33131
Tel: +305
600-0687

Locations

Venezuela
Centro Seguros
Sudamérica,
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Tel: +58 212
240.5111

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Av. Rivera
Navarrete 791,
San Isidro.
Lima.
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619.8900

México
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Reforma No. 2620
Col. Lomas Altas
C.P. 11950, D.F.
Tel: +52 55
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Colombia
Calle 67, No.
7-35, Torre C,
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419.3333

"NovoPayment's case offers some interesting perspectives in terms of how to serve the underserved effectively and efficiently by building and leveraging a business ecosystem around the consumers" Mercator Advisory Group