

## **NOMAD celebrates their continued work with Newcastle Building Society offering prepaid cards to the UK and European marketplace.**

Exciting card offering brings greater choice and financial flexibility to the UK market

**Three years into a successful relationship and still growing.....** NOMAD, a leading supplier in the debit and prepaid card processing markets, and Newcastle Building Society, one of the strongest mutual building societies in the UK, have been working together since 2004. Two years ago they turned their attention to issuing prepaid cards. This initiative has created new opportunities for the Society, which smashed the million card barrier earlier this year having brought prepaid card programmes such as Bliss, Smash Hits, TalkSport, Magic FM, Max Power, Match, Extreme Cred, and Confetti to the UK market.

Acting as electronic money, the prepaid card market is already a billion dollar industry in the US with the UK tipped to follow the same trend. Prepaid cards offer a number of applications ranging from a simple electronic gift to combating exclusion in our society by bringing the advantages of electronic payments to those people who don't already have a bank account. Thanks to regulatory changes governing the issuing of electronic money and the creation of the domestic Maestro scheme by MasterCard, UK and European organisations are now able to enter the prepaid market with confidence.

John Yeomans, CEO of NOMAD, comments:

"The success of prepaid cards in the US is widely recognised and the UK financial services industry is now following suit. However, before entering this market, organisations need to ensure that their model includes the necessary technological, financial and retail infrastructures to support the specific needs of their UK or European target market. We are proud to be working closely with the Newcastle to meet those needs and to help the Society play a significant role in changing the retail and financial landscape of the UK."

Keen to maintain its position as an innovator in the financial sector, the Newcastle recognised the advantages of being an early mover in the emerging prepaid market. The company believes prepaid cards will continue to assist with wider marketing activities, introduce further prestigious third party relationships, increase revenue and reduce operating costs.

The Newcastle has successfully outsourced the processing of its prepaid cards to NOMAD who offer a cost effective and fast route-to-market. Colin Greaves, General Manager, Newcastle Building Society comments:

"Having previously worked with NOMAD on the debit card side of the business, we knew what the company was capable of and that it was well placed from technology, security and market knowledge perspectives to support our prepaid processing needs. We chose to operate the scheme across the MasterCard<sup>®</sup> Maestro network as cards can be used in any existing Maestro outlet with the levels of security and fraud protection associated with the MasterCard brand. The fact that NOMAD had been certified to the UK Domestic Maestro network for both magnetic stripe and Chip and PIN reinforced our decision to partner with the organisation."

John Bushby, General Manager, Northern Europe, MasterCard Europe, said, "Gift cards are a well-established and highly successful segment of the growing UK Prepaid market.

"Besides being a flexible and novel replacement for gift vouchers, gift cards have an important role to play in promoting customer loyalty.

"These prepaid gift cards offer consumers a secure and convenient means of giving a gift and they benefit retailers by heightening security and reducing the costs currently associated with handling large amounts of cash."

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## **About NOMAD**

NOMAD is a leading supplier in the debit and prepaid card processing market. It was the first third party processor to certify a connection to the UK Domestic Maestro network, was first to market with MChip4 and supports the full range of MasterCard products utilising both Chip and PIN and Magnetic Stripe functionality.

NOMAD offers total solutions provision for prepaid products, enabling its clients to focus on realising their ambitions in this fast moving and growing market. NOMAD is currently working with a range of dynamic organisations who continue to launch their innovative products into the UK and European markets.

## **About Newcastle Building Society**

Newcastle Building Society is the biggest building society based in the North East and one of the strongest mutual building societies in the country. With assets under management of over £3.3bn we are certainly large enough to cope but small enough to care deeply about the needs of our members.

The Newcastle Building Society is committed to remaining mutual and by doing so we feel we are better placed to continue to provide our investors with the quality of service expected from one of the country's strongest building societies.

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