

# Case Study

## White Eagle Prepaid Maestro® Card Programme



### Card Programme Facts

- **Programme Manager** – White Eagle (Europe) Plc
- **Card Issuer** – Newcastle Building Society
- **Date Launched** – May 2008
- **Type of prepaid card** – Payroll Plus and Money Share
- **Target market** – Migrant workers

### Card Programme Overview

Newcastle Building Society issues the White Eagle Prepaid Maestro® card. The prepaid card offers a solution to migrant workers who are living and working in the UK but are unable to obtain a UK bank account.

### White Eagle

Founded in 2007 White Eagle has since gone from strength to strength. From the launch of its first prepaid card and winning a number of key awards it has now successfully strengthened its team to include Dave Carr as Director of Card Services, Chris Reddish as Executive Chairman and John Ondreasz as Head of Retail Business Development. White Eagle has established itself as a market leading Programme Manager.

#### **Sandy Sancaster, Managing Director of White Eagle commented;**

*“Our decision to align White Eagle with Newcastle Building Society was primarily based upon its extensive experience gained in the prepaid market sector. The Society is an industry leader in terms of BIN Sponsorship, which gave us both comfort and confidence in their ability to support us in the future. Newcastle has continued to increase its level of internal resources in line with the growth and development of the prepaid market. This provides a solid framework for White Eagle to pursue a variety of prepaid opportunities within the UK and Europe.”*

### Card Solutions at Newcastle Building Society

Newcastle Building Society (NBS) is the premier provider of prepaid cards in Europe. With over one hundred prepaid card programmes launched it is experienced in delivering a range of card schemes such as gift cards, employee incentive cards, teen cards, payroll cards and travel money cards. As the card issuer NBS is regulated by the Financial Services Authority and is therefore responsible for all regulatory and compliance matters associated with prepaid cards. NBS also holds all funds that are loaded onto cards.

For more information on this case study and other related business partnerships contact:  
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