

MASTER YOUR CARD

A community empowerment program brought to you by 

ABOUT MASTER YOUR CARD

Master Your Card is a community empowerment program from MasterCard that helps consumer groups, small business groups and governments learn how to get more from their money by using prepaid, debit and credit cards to access a financially empowering electronic payment network. Simply put, cards are better than cash.

MasterCard is the technology company that built the world's fastest electronic payment network, and works to constantly improve it—providing a safe, simple and smart way for consumers, businesses and governments to do business. It links people, money, goods and services in an instant at costs far less than handling cash or checks.



- *Master Your Card* provides consumer groups with safe, simple and smart payment card solutions for more purchasing power, financial inclusion and security.
- *Master Your Card* shows consumers from all walks of life how to access electronic payment networks that open the doors to the global economy; get equal footing in terms of services and competition for their business; gain security against fraud and abuse; and acquire easy-to-use financial controls that help them manage their money.
- *Master Your Card* helps put financial inclusion into the wallets of low-income families and the unbanked, getting them more from their hard-earned money. By learning how to bank on cards, low-income and unbanked families can instantly become a part of the global economy, electronically deposit checks and make payments, fight back against merchants who abuse them and avoid expensive check cashers and payday lenders.
- *Master Your Card* educates small business owners on how to negotiate the best deal from card processors and equipment providers—so they get greater value from affordable investments in customer service, financial management and business technology.



- *Master Your Card* provides small businesses with the tools to grow through acceptance and use of prepaid, debit and credit cards, helping small businesses compete on equal footing with competitors of all sizes. Better than cash, cards are the keys to a global electronic payment network that provides small businesses with greater market exposure, predictable cash flow, convenience, control and built-in financial tools that pay for themselves. Electronic payment cards better serve customers by offering them the convenience of buying what they want when they want it. For small businesses, cards are key to expanding revenue, improving cash flow and streamlining accounting.

- *Master Your Card* shows governments how they can improve services and save taxpayer money by eliminating paper and safeguarding against waste, fraud and abuse. Electronic benefit payments via prepaid cards are a powerful technological tool that helps governments provide better service at a lower cost to taxpayers. Safer for beneficiaries and less expensive than writing checks, cards give all consumers access to electronic payment networks that open the doors to the global economy, put them on equal footing in terms of services and the competition for their dollar, provide security against fraud and abuse and deliver financial controls that help them manage their money.

About MasterCard

MasterCard is neither the bank nor the merchant—we are the technology company that built the world's most powerful electronic payment network. We are constantly innovating—developing new technology to create safe, simple and smart solutions that allow consumers, businesses and governments to utilize mobile phone technology, e-commerce applications and contactless payments. Embedded in our cards and technologies is access to the global electronic payment network we built and constantly improve to take the time, risk, expense and hassle out of people doing business together. Consumers have the money. Banks issue credit and hold money. Small businesses have goods and services. MasterCard provides the magic that links them together instantaneously with an affordable, convenient and safe electronic payment network.