



International Student Identity Card (ISIC) and MasterCard Europe create ground-breaking product for students

Three-in-one card combines the international student identity card (ISIC), targeted discounts, and global payment functionality

Amsterdam, Holland and Waterloo, Belgium, (date), ISIC and MasterCard Europe have launched a new card programme for students. The new programme marries the world famous ISIC card and MasterCard payment functions to bring unrivalled benefits to students. ISIC is able to offer a student identification service globally as the only internationally recognized identity card for students and with MasterCard's debit or credit payment functionality through its globally accepted MasterCard® or Maestro® brands, this union creates a highly targeted, global property.

Martijn van de Veen, General Manager of ISIC says, "Our partnership with MasterCard creates a truly valuable product for students. The card programme is the first payment card to offer a three-in-one service to today's student. Students across the world already know the ISIC card and trust the card as a reliable form of student identity and gateway to a student discount programme that is second to none. ISIC offers thousands of discounts from across the world, driving value for the cardholder not only abroad but importantly at home where everyday savings really matter."

"Through our partnership with ISIC, we've been able to engineer the next generation student card - empowering it with global payment capability to meet today's student needs" says Ann Ehlen, debit product development, MasterCard Europe. "Our first issuer has launched in France and a number of other European markets are now in the pipeline, such as in Hungary".

The first such card in Europe has been launched by Credit Lyonnais as part of its Zen Etudiant package for students in France. The card is available across the LCL network, and is intended for students who are LCL customers and currently studying at university or college. The bank has implemented a simple process that allows students to use email to download a photo of themselves, which is then integrated onto the card. Once the process is complete and has been approved by LCL and the cardholder, the LCL ISIC MasterCard is available within one week.

The convenience of combining the student identity card and bank card on a single card is not the only attraction for students. The card also entitles cardholders to ISIC's unrivalled discounts –these include over 8,000 partners in France (covering everything from music downloading with Fnacmusic, shopping with Carrefour and Celio to cultural and entertainment benefits with UGC Cinema and Euro Disney) and over 40,000 merchants in 120 countries around the world (featuring Apple, Accor Hotels, Microsoft, cinemas, restaurants, value flights, cultural attractions and museums).

The second issuer to test the card concept in market is OTP in Hungary. To be introduced in September, two programmes will be available; the MasterCard Online ISIC and the MasterCard Online ISIC Junior. The programme operates on a MasterCard unembossed platform. University students of 18 or over can apply for the card, with the Junior version expiring on the 24th Birthday of the holder. As well as a comprehensive array of locally tailored features, the card programme also offers emergency card replacement and cash withdrawal abroad supported through the OTP Bank Helpdesk.

Concluding, Ehlen says, “Lifestage payment solutions bring value to consumers across different segments and age groups. With this new card, ISIC, LCL and MasterCard are presenting a fine example of how partnership, understanding of the market, and innovation can bring added value to a specific market segment – in this case, the important student market, who represent the professionals and affluent consumers of tomorrow.”

About ISIC

The International Student Identity Card was first issued in 1956 and has helped students experience a better quality of life ever since. ISIC is the only international proof of full-time student status, endorsed by UNESCO, national governments and ministries of education worldwide. It is sold each year to over 4.5 million students in 120 countries. For more information please visit www.isic.org

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Note to editor

LCL is a subsidiary of Crédit Agricole, the leading banking group in France with 26 million customers.

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