



Fransabank and MasterCard tied up with Majid Al Futtaim Finance to Launch Unique Prepaid Solutions for Patrons of Lebanon’s Largest Shopping Destination

Beirut, May 2013: Fransabank and MasterCard today announced their collaboration with Majid Al Futtaim Finance LLC to issue three new innovative prepaid card solutions in Lebanon at Beirut City Centre – a new shopping mall developed by Majid Al Futtaim Properties. This marks the first time Majid Al Futtaim Finance has introduced its payment solutions into Lebanon.

Shoppers visiting the Beirut City Centre can now enjoy the unique benefits of a range of prepaid cards including the “Mall Gift Card”, “Just For You” Gift Card and the “MyNetCard”, that have been introduced as a result of this joint partnership. Offering a hassle-free and secure payment option for shoppers – both in-store and online, these prepaid cards are easy to obtain, and require no bank account or checks for activation. Now, shoppers in Beirut can enjoy the flexibility of credit cards without having to worry about interest rates, credit limits or lengthy application processes.

Mr. Nadim Kassar, General Manager of Fransabank commented on this occasion: “We, at Fransabank, are proud that our expertise, know-how, and leading position at the forefront of the payment cards industry, coupled with our long standing and strategic relationship with industry pioneers like MasterCard since the inception of their operations in Lebanon, has fronted us the Bank of Choice for Majid Al Futtaim Finance to issue convenient prepaid solutions exclusive to shoppers at Beirut City Centre. We value dearly this strategic partnership. The three types of cards we are issuing today are part of a long series of projects we will be undertaking in the future with Majid Al Futtaim Finance and MasterCard to always exceed customers’ expectations and provide them with modern and trendy banking services that suit their lifestyles.”

Basel El Tell, Market Manager, Levant, MasterCard commented: “Our association with Fransabank in Lebanon and Majid Al Futtaim Finance in the Middle East has resulted in the introduction of several innovative payment solutions that we are confident will be well received by consumers. The strategic collaboration announced today is yet another testament of our commitment to develop tailored payment solutions that offer real value to consumers. We are confident that these new electronic payment products will further enrich the consumers’ shopping experience at Beirut City Centre, the latest and largest shopping destination in Beirut.”

Commenting on this new collaboration with Fransabank and MasterCard, Rasool Hujair, CEO of Majid Al Futtaim Finance said: “We are delighted to bring our trusted prepaid card solutions to shoppers in Beirut City Centre and to Lebanon, and extend to them the same superior value and rewards experienced by people across the region. We’re confident that under the expertise of Fransabank and MasterCard, our prepaid cards will create new benchmarks and redefine the shopping experience for consumers, while offering the most innovative technologies to ensure the safety of their purchases.”

It is worth noting that the Mall Gift Card is a prepaid card that allows the cardholder to easily make secure purchases at any of Beirut City Centre’s 200-plus stores or dining options and can also be used at all Majid Al Futtaim Properties’ shopping malls across the region. Just For You is a popular gift option for all occasions, offering convenience of choice as the card can be used worldwide where MasterCard is accepted. Finally, MyNetCard is a unique prepaid card designed for online purchases, giving the user flexibility and security when shopping online – anywhere in the world. Both cards will soon be available at Carrefour locations and at prominent retail outlets across Lebanon.



About Fransabank:

Fransabank's legacy is built on a heritage of over 90 years of professional development and growth. Established in 1921, it ranks number 1 on the list of banks operating in Lebanon indicating that it is the oldest bank in the country while enjoying today the ranking of a top four leading Lebanese financial group with USD 15.757 billion in Total Assets, USD 13.066 billion in Customer Deposits and USD 1.489 billion in Shareholders' Equity as at end of December, 2012.

Its success is marked by its healthy growth evidenced by strong financial performance, sound strategic progress, continued operational success, and growing external recognition. The Group provides the all banking products and services to satisfy their personal and professional banking wants and needs through its commercial bank Fransabank SAL and through its local, regional and international branches, subsidiaries and affiliate companies and banks present in 9 different countries, and shortly in Iraq. For more information about Fransabank Group, visit: www.fransabank.com.

About MasterCard

MasterCard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardNews](https://twitter.com/MasterCardNews), join the discussion on the [Cashless Conversations Blog](#) and [subscribe](#) for the latest [news](#).

About Majid Al Futtaim Finance LLC.

Majid Al Futtaim Finance LLC is a 100% owned subsidiary of Majid Al Futtaim Ventures. The objective of this venture is to fulfill our vision of becoming the consumer's credit card and prepaid card of choice. Majid Al Futtaim Finance LLC currently issues VISA and JCB credit cards as well as prepaid Visa cards in the UAE and has plans to expand across the Middle East & North Africa. For information on Majid Al Futtaim Finance, please contact: Angela Bak | Consultant – The Portsmouth Group | angela.bak@theportsmouthgroup.com

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