

## Swiss Bankers Prepaid Services Ltd: New Management Appointments

**Simone Fischer and Sascha Breite have joined the management**



**Grosshöchstetten / Zurich, 3 August 2018** – A little more than a year ago, Swiss prepaid card issuer Swiss Bankers Prepaid Services Ltd decided on a number of strategy adjustments intended to prepare the company for changes in the rapidly evolving payment solution environment.

In order to meet the necessary organizational and personnel requirements, the Board of Directors adopted the following changes regarding the organization of Swiss Bankers at its meeting of 21 June 2018. As per 1 August 2018, the CMO area was divided into two management areas.

- The newly created **COO** area is headed by Ms. Simone Fischer. She joined the management on 1 August 2018 and is responsible for Customer Service, Distribution, Back Office and Fraud Prevention as well as the Money Send division. Ms. Fischer and her teams will work in Grosshöchstetten as before.
- The **CMO** area, which includes Marketing, Product Management, Sales, and now also the Business Development division, is headed by Mr. Sascha Breite. He also joined the Swiss Bankers management as per 1 August 2018, and he and his teams will operate from the Zurich location.

Mr. Stephan Lindecker, who previously held the COO and CMO positions, left the management and the company on 1 August 2018 following the strategy realignment.

**Ms. Simone Fischer** holds a master's degree in graphic arts publishing from the University of Applied Sciences RIT, Rochester (USA). After completing her studies, Ms. Fischer worked for the industry and technology company Heidelberg and subsequently held various management positions at Gemalto. Since 1 March 2018, she has been in charge of the operative business at Swiss Bankers.

**Mr. Sascha Breite** holds a master of business administration from the Henley Business School, University of Reading, Henley (UK). After his studies, he worked for many years in different IT companies in the payments industry where he held various management positions. Among others, he worked for SIX Payment Services, Zurich and Hamburg, as Head of Portfolio & Positioning and as managing director Germany. Since 1 September 2017, Mr. Breite has been responsible for the sustainable evolution of the prepaid business and the development of new business areas in the payment sector.

### **About Swiss Bankers**

Swiss Bankers Prepaid Services Ltd is an internationally oriented financial service provider based in Zurich and Bern. The company is a leader in the development, distribution, and processing of prepaid credit cards, and offers innovative solutions for secure worldwide cashless payment transactions. As one of the first providers in Switzerland, Swiss Bankers offers mobile payment solutions with Apple Pay, Samsung Pay and wearables such as Garmin and Fitbit. The company aims to further expand its leading position in this market and is continually developing new digital payment means. The company was founded in 1975 and originally issued the Swiss Bankers Travelers Cheque. This has now been superseded by the Travel Cash card that is available from more than 200 distribution partners.

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