

Swiss Bankers looks to the future with a new brand identity

Secure, easy, connected - an updated look accompanies the strategic positioning of the company

Grosshöchstetten/Zurich, 15 April 2020 - For the 2019 financial year, Swiss Bankers reported its strongest client growth in the last decade. A 6.9 per cent increase in new clients, a 23.8 per cent rise in card transactions compared to the previous year and more than 320 000 downloads of the Swiss Bankers app underscore the company's successful repositioning, which began three years ago. The fundamentally overhauled brand identity now also expresses this new Swiss Bankers focus visually.

The payment industry is undergoing major changes due to numerous new technologies, a large number of new and sometimes disruptive business models and increasing internationalisation, as well as changes in client behaviour. Against this backdrop, Swiss Bankers has been systematically revamping its business model for several years now, gearing its strategy towards digitalisation, mobility and international networking. Prepaid payment solutions are particularly suited to this dynamic environment, as they are not directly linked to a bank account and much easier to obtain than a credit card, and also offer many modern security features that protect clients from fraudulent card use. The fact that clients can now use the Swiss Bankers app to send money worldwide completes the new positioning of Swiss Bankers. The vision of offering all prepaid and money transfer solutions to all generations in a secure and easy way without limits of time and location is now tangible reality at Swiss Bankers.

The leading provider of prepaid and money-sending solutions

The launch of the money transfer service "Send", the introduction of the purely digital prepaid credit card and many fundamental enhancements of the Swiss Bankers app are important milestones of the past year. With the motto "Innovative payment solutions that simplify life and connect with the future", Swiss Bankers is positioning itself as a company that promises novel ways of exchanging money that make our lives easier and help us face the challenges to come.

Secure, easy and connected: client-focused and digital

The brand values of *secure*, *easy* and *connected* underpin the client focus and bring together the company's forward-looking positioning with its 45-year history and experience.

“The new look completes the transformation of Swiss Bankers from a former cheque issuer to the Travel Card provider and now to a provider of innovative payment services. With our brand promise, we want to prove that we see the future as an opportunity, our past as a source of value and people as our focus,” says Hans-Jörg Widiger, CEO of Swiss Bankers.

Fresh and finely honed

The colour red is also key to the new brand identity and is dominated by striking and accentuated branding.

SWISS BANKERS

The letters W and I - truncated and consolidated graphically - stand for a mountain peak with the sun above, suggesting the Matterhorn, which plays an important role as a design element of the new look.

The card types are available in fresh new colour combinations, with their look also featuring an abstract Matterhorn.

New branding

- Travel Cash becomes *Travel*
- Mastercard Prepaid becomes *Life*
- The Prime Card becomes *Prime*
- Value Card becomes *Value*
- The My Card app is now called the *Swiss Bankers app*

You can check out the new look of the website starting now at: swissbankers.ch

The Swiss Bankers app is available for iOS at this link:

<https://apps.apple.com/ch/app/apple-store/id655514846>

and available for Android here:

<https://play.google.com/store/apps/details?id=ch.swissbankers.mycard&hl=de>

Bruhn & Partner is responsible for brand consulting. The new look was designed by Publicis.

For more background information or to request interviews, please contact:

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About Swiss Bankers

Swiss Bankers is an internationally oriented financial-services provider based in Bern and Zurich. The company leads the way in the development, distribution and processing of innovative, deposit-based payment products and offers solutions for secure cashless payment transactions worldwide. Swiss Bankers did pioneering work in Switzerland, enabling mobile payments with Apple Pay and Samsung Pay and on wearables such as Garmin, Swatch and Fitbit. In addition, Swiss Bankers is one of the first providers to use an app to offer a card-based and account-independent peer-to-peer money transfer service in numerous countries. The company was founded in 1975 and first became known through Travelers Cheques. Today, all Swiss Bankers cards enjoy great popularity and can be obtained directly from swissbankers.ch or through more than 200 distribution partners, depending on the product.