

MASTER YOUR CARD

Europe

A community empowerment program sponsored by  **mastercard**

ABOUT MASTER YOUR CARD

Card and other electronic payments are a way of life in Europe, providing convenience, savings, security and certainty in and across countries. *Master Your Card* partners with consumer and small business organisations to help them get the most from electronic payment technology. We listen to small business owners' needs, work with them on innovations and provide education on how to master electronic payments to help improve their business.

Accurate transactions and records. Secure payments. Speed and convenience for customers. Access to online commerce. A safe way to handle money. Payment technology helps small businesses run a smart, efficient and competitive business. *Master Your Card* helps small businesses secure their financial future by helping them get the most from electronic payment technology. Visit our resource library to learn more.



Through a variety of educational tools and technical assistance, *Master Your Card* strengthens small businesses' ability to operate well-run and professional businesses that compete and succeed by mastering cards and the electronic payment networks behind them.

Mastercard is not a bank or a processor—they're the specialists who run the electronic payment network that delivers instant, affordable and safe transactions through cards. With their expertise, we can help small business owners run healthy businesses that protect their financial strength through the smart use of electronic payment technology.

- *Master Your Card* helps small businesses expand through the acceptance of prepaid, debit and credit cards.
- *Master Your Card* helps small businesses compete with larger retailers and service providers. Better than cash, cards are the keys to making sure every customer can purchase what they need when they need it. Payments offer security and ease to local customers while opening your doors to online and phone payments, providing you with greater market access, convenience and control.



- *Master Your Card* will show you how to compare merchant service provider plan features and costs in order to help you select what's best for your business. We can also show you how to negotiate the best deal.
- *Master Your Card* provides educational resources, including seminars, brochures, emails and events on a variety of topics that support your business' card acceptance.

About Mastercard

Mastercard is the technology company that helps everyone master their money. We are constantly innovating, developing improved technology and solutions that allow consumers, businesses and governments to use mobile phone technology, e-commerce applications, contactless payments and other tools in ways that are safer, easier to use, more affordable and more efficient than ever before. 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. Merchant service providers are a portal into the network. Mastercard links them together instantaneously with an affordable, convenient and safe electronic payment network.