



MasterCard Presents: CertaPay P-to-P Payments Platform

Provide customers with the ability to send money online—securely and in real time—with CertaPay's person-to-person payments platform.

Person-to-person (P-to-P) services enable the movement of funds between two individuals. In recent months there have been a number of new services that allow consumers to move funds using the Internet for purchases made at auction websites or to facilitate payments for other purposes. Many of these solutions have:

- been limited to users of specific websites
- used discrete, proprietary infrastructure
- been operated by non financial companies

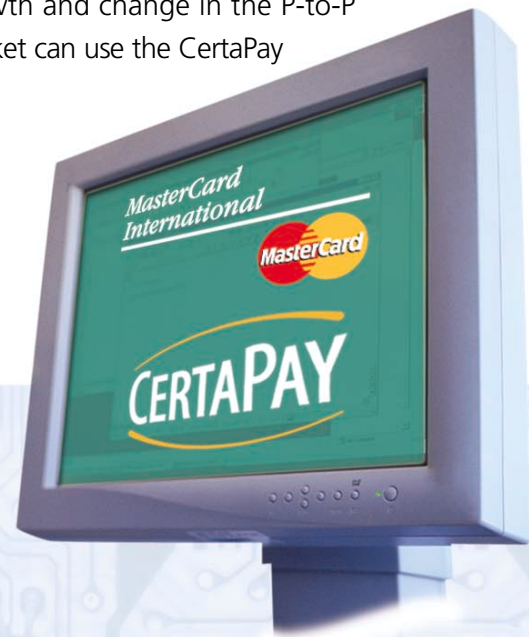
MasterCard® and CertaPay™, a leading person-to-person (P-to-P) platform solutions provider, have announced an alliance to promote the adoption of P-to-P payments. CertaPay's P-to-P E-mail Money Transfer™ application enables consumers to send and receive money—in real time, using only an e-mail address—from their own financial institution's online banking or online account management services.

The Opportunity

Person-to-person payments create new revenue opportunities by tapping into incremental markets and revenue streams and by enabling financial institutions to acquire new customers through e-mail notifications and sign-ups. In fact, a Tower Group report (January 2001) estimates that

Internet-based person-to-person payments will grow from 42 million transactions in 2000 to more than 4 billion transactions in 2005.

Issuers looking to keep pace with the rapid growth and change in the P-to-P market can use the CertaPay



platform to provide this service to their cardholders. CertaPay's unique approach to P-to-P payments is specifically designed to give financial institutions maximum control over such key areas as customer service, marketing, and branding. Cardholders will perceive that it is their bank that is bringing them this valuable new service.

System Functionality

To transfer money by e-mail, the financial institution's customer follows these simple steps:

- Log on to his/her online account and click the e-mail payment feature.
- Insert the recipient's name, e-mail address and the amount of the transfer.
- Identify the MasterCard or other account (checking, savings) from which to take the funds.
- Write a personal note.

It is important to note that no money travels via e-mail. Instead, CertaPay uses e-mail to notify the recipient of the payment. The recipient instantly gets an e-mail with hyperlinks to accept the funds and deposit into his or her MasterCard account or bank account. If the recipient is a customer of a bank using the CertaPay system, the funds are received in real time. The funds are transferred using existing payment clearing arrangements.

System Features

CertaPay's platform is designed to support MasterCard payment cards and to integrate seamlessly into a financial institution's online banking infrastructure. The platform leverages the financial institution's existing security and brand strategies. Therefore, financial institutions can offer customers new, expanded functionality in their online banking or other online account management service and also can acquire new relationships among non-customers who receive an e-mail money transfer. CertaPay also gives financial institutions control over risk management tools and system parameters.

Member Benefits

- Capture fast-growing transaction segments: P-to-P money transfers, online auctions, and other transactions such as rental payments.
- Offer a valuable new service to existing customers, strengthening online account offerings and creating usage and retention opportunities.
- Build receivables when consumers choose to fund payments using the financial institution's MasterCard cards.
- Generate fee income.
- Acquire customers through e-mail notifications to non customers who then register to pick up payment.

Consumer Benefits

- Consumers can use their credit card to pay anyone with an e-mail address.
- P-to-P payments are faster than sending checks through the mail. Recipients who are customers of CertaPay financial institutions can receive funds in real time.
- Consumers need only know the recipient's e-mail address to send funds—no account or routing numbers needed to conduct P-to-P transactions.

Special Discount for MasterCard Members

Financial institutions referred by MasterCard who implement the CertaPay P-to-P payments platform are eligible for a substantial discount on implementation and licensing fees.

Get All the Details

Please contact your Member Relations Representative today or contact us via e-mail at e-Business@mastercard.com.

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