MULTI-PURSE
SOLUTIONS

PAYMENTS | BANKING

Introduction

Banks, FinTechs, and alternative financial services providers are competing for today's digital and mobile consumers with more innovative products and new business models.

Card issuers need flexible and robust product design tools to respond to this challenge with the differentiated offerings that deliver superior customer experiences and make their purchasing and commerce experience frictionless. Multi-purse solutions that allow cardholders to carry multiple balances or "purses" on a single debit, credit, or prepaid card present an opportunity for issuers to innovate and deliver solutions that keep consumers transacting and engaged with their brand. However, when it comes to designing a multi-purse product, not all technology is the same. Most multi-purse solutions currently in the market are rudimentary, with only basic functionality limited to holding funds. Product designers are restricted in their ability to expand the range of use cases that can differentiate issuer brands.

i2c's Multi-Purse Solution provides a more flexible and comprehensive tool set so product designers can build innovative use cases and reduce friction in a range of business processes. The i2c platform makes it easy to set up and manage purses for both issuers and consumers. With i2c's customer-centric architecture, program managers can define rules, pricing, controls, and purses for any application, taking into account individual cardholder attributes and preferences. Consumers can have unlimited purses—each with specific currencies, rewards points, or budgets and their associated features—and they can manage their purses via IVR, web, or mobile device. Also, with i2c's configurable platform and API framework that eliminates coding, issuers can get to market quickly by leveraging multi-purse technology to offer products that solve real consumer challenges when they travel.

Travel

Travelers need to use one multi-function card everywhere:

- Lock in currency rates ahead of time
- Set up multi-currency purses
- Access funds immediately
- Share value with travel companions
- Establish spending controls
- Back up cards if lost or stolen
- Receive alerts, rewards, and offers

Budgets

Households need to manage monthly spend:

- Set up purses with budget categories (entertainment, groceries, vehicles, etc.)
- Establish savings purses
- Move funds between purses in real time
- Share value with family members
- Provide secondary cards
- Establish spending controls
- Receive alerts and set automatic 'cut off' when limits are near

Rewards

Shoppers need to manage rewards from multiple sources:

- Create purses for points, miles or cash-back programs
- Capture balances and rewards from store cards as well as issuer credit cards
- Move funds between purses to share balances, points, and rewards
- Easily cash in or spend rewards

Multi-Currency Travel

With i2c's multi-purse technology, card issuers can build multi-currency travel card offerings with tailored functionality and outstanding user experience that outstrip the offerings currently in market. Consumers can lock in their currency conversion (foreign exchange) rates ahead of time and carry multiple currencies on a single, multi-function card. Currencies are automatically detected at the POS, matched to the applicable currency purse, and debited using that currency.

Household Budgeting

i2c's Multi-Purse functionality makes managing finances easier and more enforceable. Consumers can create budgets within one account, establish spending restrictions, and set up real-time alerts that help them stay on track when limits are near.

Rewards

Consumers can track rewards from multiple sources using purses. i2c's Multi-Purse technology stores points, miles, or cash-back from various card programs as units of value, making it easy to manage and allowing consumers to view, transfer, and redeem their rewards balances from a single source.

Create More Effective & Profitable New Payments Products

Purses can also support more complex use cases and encourage cross-sales to other issuer products, driving additional revenue. For example, a consumer can manage a credit card balance as well as create and manage an installment loan from the same purse. The loan balance can be applied immediately to the purse to increase available funds, allowing the consumer to improve cash flow at budget-friendly rates.

Innovative Product Design Using Multi-Purse Technology

Consumer Needs New Tires → **Creats an instant Credit Line of $2000** → **Expands Credit Purse of $3000 to $5000**

Shifts $2000 to an Installment Loan at a Lower APR, also Managed from Purse → **Consumer Buys New Tires, Drives Away Happily** →

New Loan Product for the Issuer

Improved Cash Flow for the Consumer

5 Key Multi-Purse Elements

Program managers need maximum flexibility in designing multi-purse options to offer new solutions and be responsive to market demands. The five areas below show the multi-purse capabilities of the i2c platform.

Enhanced Product Design

A multi-purse solution needs to accommodate diverse use cases and support transaction ease.

Value Categorization

Purses must support national currencies, virtual currencies, and alternative currencies such as cryptocurrency or rewards.

Value Movement

Consumers need to be able to load funds, move value between purses, and have access to their funds in real time.

Rules Configuration

Program managers and consumers must be able to configure rules and combine ("stack") purses in limitless ways.

Application Control

Program managers and consumers need to control how funds are accessed, used, and managed. They also need to apply permissions, limits, and security / fraud features.

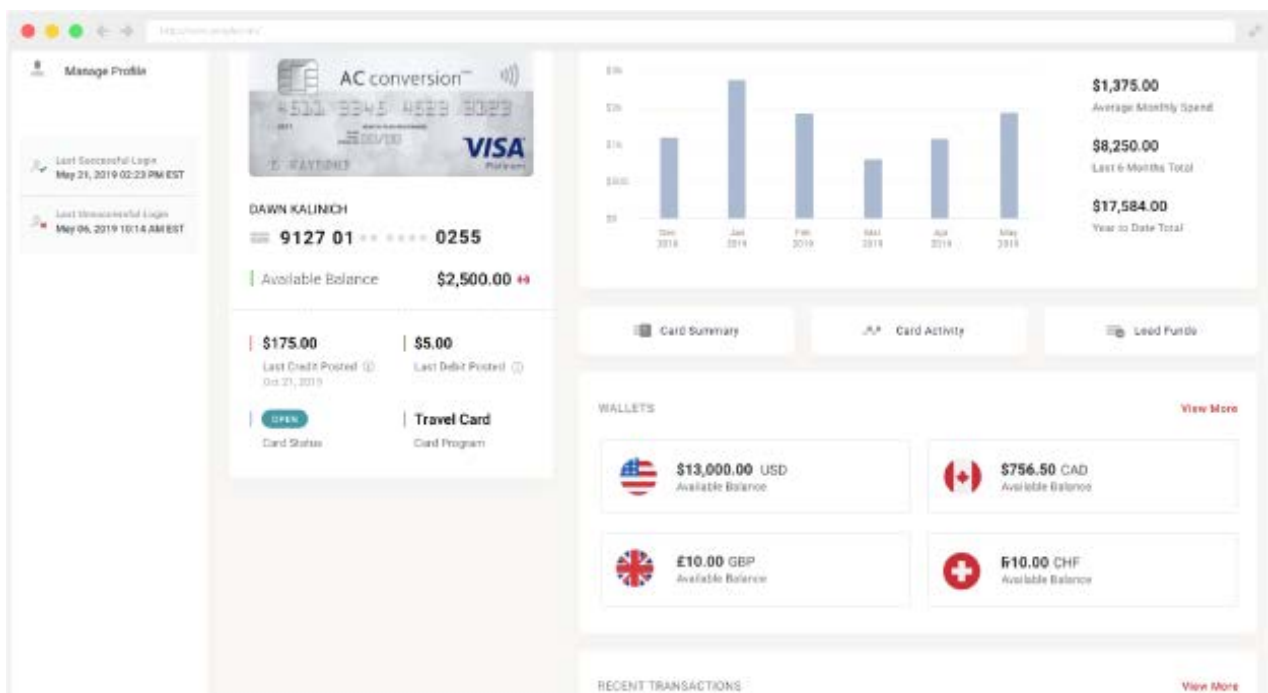# Elevate Your Product Strategy with i2c's Multi-Purse Technology

Available for any prepaid, debit, or credit program, multi-purse capabilities can be added at any time. i2c offers multi-pursing as a standard processing feature which means individual purse accounts are fully integrated with all applications in the i2c platform, including issuer web sites, mobile apps, and the administration portal.

Issuer Toolkit

Customizable templates are available to use 'as is' or can be modified for specific program requirements. The portal allows program managers and consumers to vary purse parameters from one card program to another. Card program managers can pre-set purse parameters through the administration portal. To help with ongoing program administrative tasks, i2c offers issuers online (self-service) and batch tools to maintain programs, accounts, and card controls. Scheduled batch report extracts are also supported.

Cardholder Portal

Consumers can easily add, view, and manage their purses using i2c's intuitive online portal or via their smartphone devices.

Any Currency

The i2c platform supports multiple currencies and purses for a range of applications. Cardholders can carry an unlimited number of currencies on one card and can transfer funds between currencies using self-service web and mobile tools. They can also load funds in any currency and transfer funds between currencies in real-time via text message, web, or IVR.
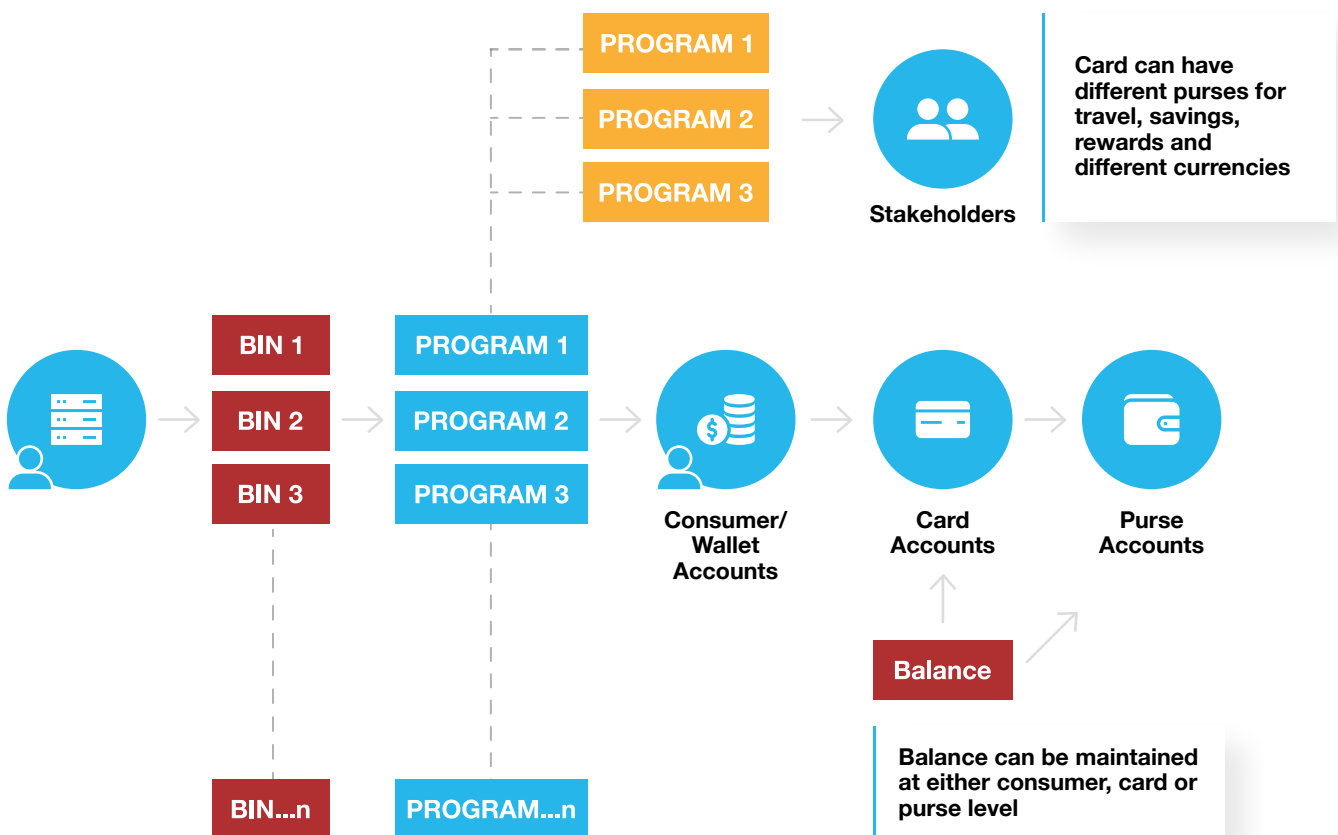
Automated Value Management

Purse balances can represent different currencies, budgeting categories of the same currency, reward dollars, cryptocurrencies, or other virtual currencies such as rewards dollars, cash-back, or miles. When a consumer carries multiple currencies, the system automatically processes the transaction in the local currency or the preferred purse. If there are not enough funds available in that currency, the system automatically searches for and transfers funds from a back-up or savings purse. If needed, foreign exchange rates are calculated and applied to cover the transaction to avoid a decline at the POS.

Advanced Digital Tools

Highly configurable controls are available at the program, account holder, and card levels for creating secure and truly personalized web and mobile experiences. Online and mobile services are 'white labeled' and easy to customize with issuer branding and other requirements. Multi-purse APIs are available for i2c's platform as well as custom application development. i2c's flexible APIs allow issuers to integrate multi-purse capabilities into their existing front-end systems as well as back-office solutions and apps in a single-call format.

Tiered Account Structures

i2c's platform supports card accounts and sub-accounts with multiple BINs with sub-BIN ranges. Our self-service tools make it easy for program managers to create Corporate Partner, Bank Branch, and Parent/Child program relationships. i2c's multi-purse solution supports a full range of features that can be flexibly packaged.

Comprehensive Multi-Purse Features

Purse Creation

- User-defined purses that support spending, savings, and rewards
- Limit when and where funds can be used
- Self-budgeting features with real-time warnings

Multi-Currency Purses

- Primary card can have one or more purses
- Each purse contains an independent pool of funds
- Load value at enrollment or anytime via the cardholder self-service portal

Funds Transfers

- Fund via the online cardholder portal or mobile app
- Transfers between primary and secondary cards, primary cards to purses, between purses, or between two distinct accounts/ primary cards

Purse Management

- Add or remove purses via the online cardholder portal, mobile app, or API
- Purse created automatically upon fund load
- Convenient controls to apply restrictions
- Automatic transfers of funds between purses should there be insufficient funds at POS

Fraud Limits

- Fraud limits can be applied on the primary card level, at its purses level or at the aggregated level
- Choose limits in one currency and equivalent limits can be supported in other currency purses

Web Services API Suite

- Flexible API controls to manage cards and purses
- Retrieve card profile details and purses
- Balance inquiries on any card and purse
- Transaction histories of cards and purses

Fee Application

- Supports fee application and management
- Multi-currency service fees
- Additional issuer FX fees on multi-currency transactions
- Discretionary fees/extra percentage or a fixed amount on third-party FX rates

Card Closure/ All Cash-Out

- Automatic purse consolidation and conversion to base currency
- On-demand cash-outs and auto cash-outs
- Automatic cardholder notifications of purse balances and consolidated balance

Secondary Cards

- Purses can be associated with secondary cards to allow multi-currency, budgeting, saving and a
- variety of other capabilities
- Secondary cards can have an individual balance or share from pooled funds

Better Product Experiences Are in Your Purse

i2c's multi-purse technology provides unparalleled flexibility and a wide variety of purse use cases and features that make it easy for issuers to deliver new levels of financial utility and flexibility in their debit, credit, and prepaid card programs. Available as turn-key solutions or via APIs, issuers can expand the range of multi-purse use cases to deliver better customer experiences.