

THE WHAT

Our programme with Dubai Airport is branded 'DXB Connect.' The combined resources of Mastercard® and Dubai Airport provide high profile awareness of the product in a location that manages in excess of 65 million passengers per annum. The programme has two cards: single load and unrestricted reloadable card.

The DXB Connect TravelPak is an innovative one-stop shop solution for the business or recreational traveller. It contains three elements:

- ◆ Prepaid reloadable Mastercard®
- ◆ Prepaid preloaded SIM card
- ◆ Regional and global discounts

THE WHERE

Instant issue and reload at over 300 locations throughout Dubai Duty Free outlets across all three terminals at Dubai International (DXB) airports.

Instant reload at

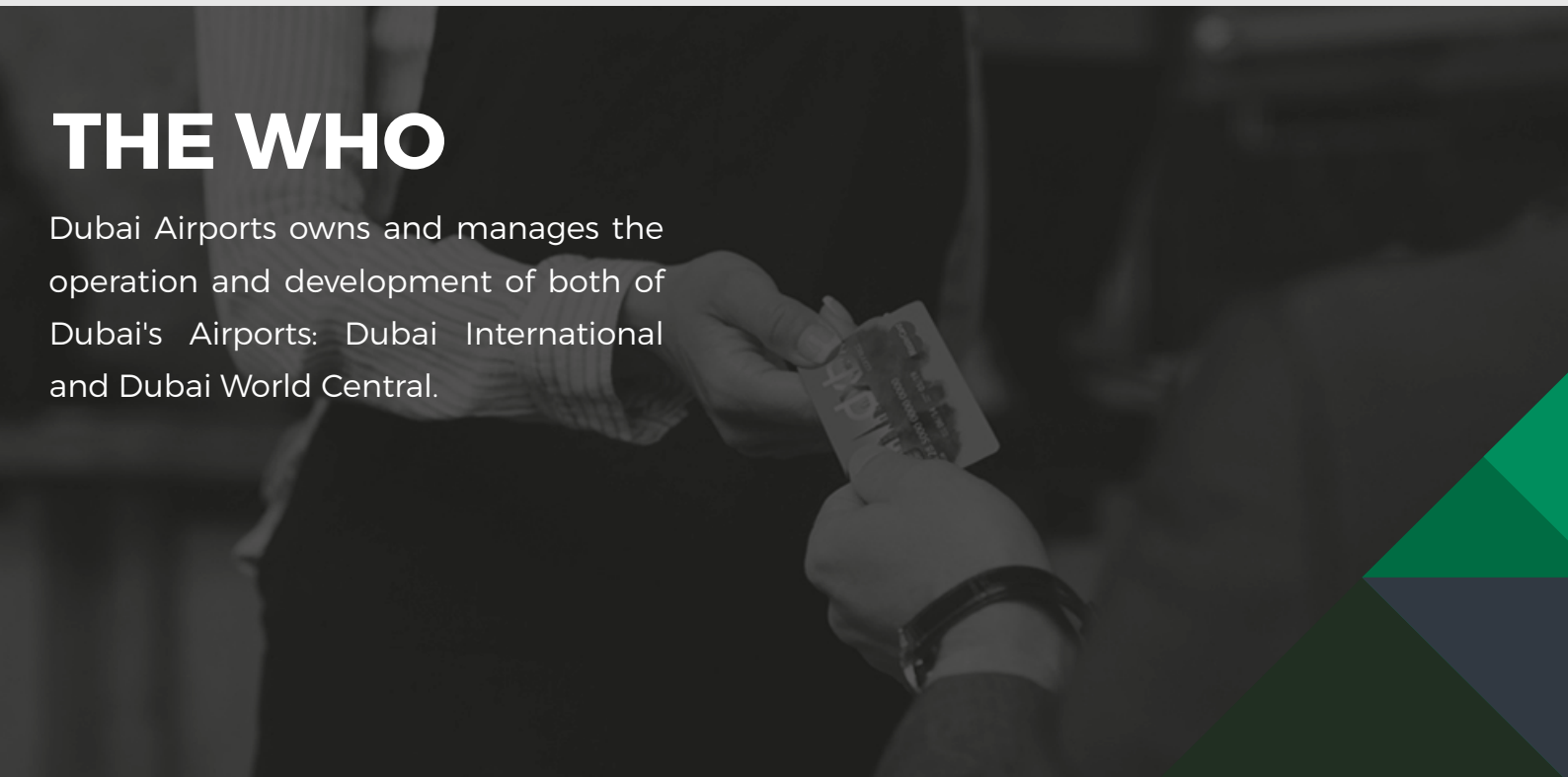
- ◆ Virgin Megastores in Mall of Emirates and Dubai Mall
- ◆ Over 59 Al-Fardan exchange locations
- ◆ Over 130 locations at UAE exchange

THE WHEN

Jade One has an exclusive 5-year contract to sell and distribute prepaid programs in Dubai International airports

THE WHO

Dubai Airports owns and manages the operation and development of both of Dubai's Airports: Dubai International and Dubai World Central.





PROGRAMME FEATURES

- ✓ First and only prepaid airport product
- ✓ Instant issue and available off the shelf
- ✓ Only prepaid product sold as part of a dedicated travel pack
- ✓ High value discounts with leading brands
- ✓ Soon with Multi-Currency wallet functionality, with USD, EUR, STG, INR, PHP, AED currency purses allowing customers to spend dynamically in currency while travelling and lock in great rates

Jade One also operates KYC software that scans and reads the passport, acknowledged by Mastercard® and ADCB as leading edge technology that allows the prepaid card to be activated in under two minutes. The product is supported by a customer web interface, SMS and IVR technology, so that customers can easily retrieve information such as the card balance, PIN and reloads.

THE HOW

Jade One collaborated with Mastercard® to produce two forms of prepaid card, single load and reloadable. These cards are sold at kiosks within Dubai airports.

AIM OF THE PROGRAMME

Innovation

- ◆ First Airport owned prepaid AED card targeted at inbound tourist
- ◆ First in the market issued Instant activation, load and reload process in under two minutes
- ◆ Transform cash on to card

Convenience

- ◆ Providing all traveler needs during a week visit in Dubai, Travelpak contain a prepaid card, prepaid SIM card and discount on dining, entertainment and hotel stay

Profitability

- ◆ Driving spending back into Dubai Airports
- ◆ Retail and F&B outlets benefits from increased revenue

RESULTS

Loads

- ◆ The total load generated by this program in 2015 was USD 6 million (AED 22 million) across 55,000 transactions
- ◆ Average load value USD \$108

Source

- ◆ The spend was 80% local, 20% cross border, mainly in GBP, USD and Euro

Peaks

- ◆ Driving spending back into Dubai Airports