



# SWIPE & SELL



**YOU CAN NOW  
SELL AND TOP UP**

## **THE INSTANT PRIME PREPAID MASTERCARD®**

**Disposable? Reloadable? It's their choice!**

**Prime Card Express Delivery  
& Retailer Support  
Freephone 0800 458 7149  
retailsupport@idtfinance.com**

**idtprime.com**

**NO FORMS NO WAIT NO FUSS** For everyone, instantly.™

# NO FORMS NO WAIT NO FUSS

## Introducing the instant Prime prepaid MasterCard

The instant Prime prepaid MasterCard is unique and ground-breaking.

The card can be bought without any credit checks. No bank account is required and the customer does not need to complete any forms or present any documents. It can be bought from your store as simply as buying a bar of chocolate! It can then be used immediately to shop in stores worldwide, online and over the phone.

## Disposable? Reloadable? It's their choice!

Your customers can buy a Prime Card right now, with no forms or fuss and start using it today. **For only an extra £1.95**, they then have the choice to upgrade their existing Prime Card again and again (with a maximum card balance of £5,000<sup>†</sup>) – earning you additional commission every time you top up their card. Once upgraded, they can also use their card to withdraw cash at ATMs worldwide.\*\*

\*\*Subject to their application for upgraded features being approved.

<sup>†</sup>The maximum value per reload is £500.



Please advise your customers that there are three main ways to apply for an upgrade to reloadable:

### 1. Online

Visit **idprime.com** and follow the instructions. This is the quickest way to upgrade.

### 2. Post

Visit **idprime.com** to print off the relevant forms.

### 3. Phone

Call **0870 144 0280** to speak to Customer Services.

Please note that if a customer tries to top up their Prime Card before they have upgraded to reloadable, this top-up will fail and you will get an error message on your PayPoint terminal.

## Simply 'Swipe & Sell'

When buying a new card, customers can request cards with a value between £10 and £150. Cards increase in value in £5 increments up to £50 and then £10 increments up to £150. There is an additional purchase cost to the customer of £3. Cards can then later be reloaded with up to **£500 per reload** (with a maximum card balance of £5,000).\*\*

For everyone, instantly.™

# NO FORMS NO WAIT NO FUSS

## Your Prime Card customers

- **Prime Cards must only be sold to customers aged over 18.**  
(Ask for ID if unsure.)
- The huge number of new arrivals to the UK and temporary workers with no bank accounts.
- People searching for that very special and unique gift (more versatile than gift vouchers).
- The ever-increasing group of online shoppers looking for bargains who can't get (or prefer not to use) a credit or debit card.

### 10 THINGS YOU NEED TO KNOW ABOUT OUR PRIME CARD



- 1 It's the only instant prepaid MasterCard. (Buy it today and use immediately)
- 2 Customers can get a card NOW – with no forms, no wait and no fuss. It's that simple!
- 3 Customers can later upgrade their card\* making it reloadable. (With a maximum card balance of £5,000)
- 4 Upgraded cards can be used at ATMs around the world\*.
- 5 When selling a new Prime Card pack, you can load it with up to £150.
- 6 When reloading an upgraded Prime Card, you can load up to £500 per top up.
- 7 Cards must only be sold to those over 18.
- 8 Cards that have not been upgraded by the customer cannot be reloaded.
- 9 Card may only be reloaded twice per day.
- 10 You get great commissions every time you sell a card AND every time you top up a card.

\*Subject to their application for upgraded features being approved.

## Your benefits

There are huge retailer benefits from selling the Prime Prepaid MasterCard:

- Commissions for selling cards and topping up.
- Simply swipe and sell.
- Offer your customers a financial services product direct from your store.
- Footfall driver – additional revenues.
- Zero risk with inactive stock.
- Stock automatically replenished.
- Stands and posters provided for in-store display.
- Retailer Support Freephone line.

## Start selling today!

### Customer Benefits

- It really is hassle free –  
**No Credit Checks,**  
**No Bank Account Required,**  
**No Forms, No Wait, No Fuss.**
- Start using immediately worldwide in shops, online, and over the phone, wherever the MasterCard acceptance mark is displayed.
- Disposable? Reloadable? Access to cash machines? It's their choice!\*\*

**idtprime.com**

For everyone, instantly.™

# BUYING A BRAND NEW PRIME CARD

1



PRIME CARDS MUST ONLY BE SOLD TO CUSTOMERS AGED OVER 18. (ASK FOR ID IF UNSURE.)

2



CUSTOMER REQUESTS CARD AND AMOUNT TO BE LOADED. MINIMUM £10, MAXIMUM £150. CARD CAN BE LOADED IN £5 INCREMENTS TO £50, THEN £10 INCREMENTS TO £150

3



SWIPE THE MAGNETIC STRIPE ON THE BACK OF THE PACK THROUGH THE PAYPOINT TERMINAL. NOTE, THIS PACK MUST NOT BE OPENED. IF PROMPTED, PLEASE ENTER YOUR OPERATOR CODE.

4



SELECT A LOAD VALUE. FOR DIFFERENT VALUES, SELECT 'MORE'. LOAD VALUES INCLUDE £3 CARD FEE

5



CARD VALUE PLUS £3 FEE APPEARS ON SCREEN. PRESS TO CONFIRM VALUE

6



CUSTOMER PAYS TOTAL AMOUNT IN CASH, INCLUDING CARD FEE

7

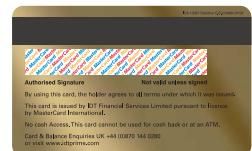


CONFIRM SALE ON THE TERMINAL. GIVE CUSTOMER THE TERMINAL RECEIPT AND CARD PACK

## TOPPING UP AN UPGRADED PRIME CARD

To top up a customer's Prime Card, swipe their Prime Card through your terminal (instead of their Prime Card Pack ) and then type in or select the reload value that your customer has requested – **£10-£500**

[idprime.com](http://idprime.com)



For everyone, instantly.™

# CUSTOMER BENEFITS

Buy here now, start shopping today

Shop safely online and in stores

Makes a great gift

A card that can't go into debt

Safer than holiday cash

Share money at home or abroad

Alternative to pocket money

Option to reload and use at ATMs\*\*

Get a second card on the same account\*\*

\*\*Subject to their application for upgraded features being approved.



Visit our website for more information in multiple languages

**idtprime.com**

The Prime Card is issued by IDT Financial Services Limited pursuant to license from MasterCard International Incorporated.

IDT Financial Services Limited is regulated by the Financial Services Commission, Gibraltar.

Registered Office: 57-63 Line Wall Road, Gibraltar. Registered No: 95716.

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