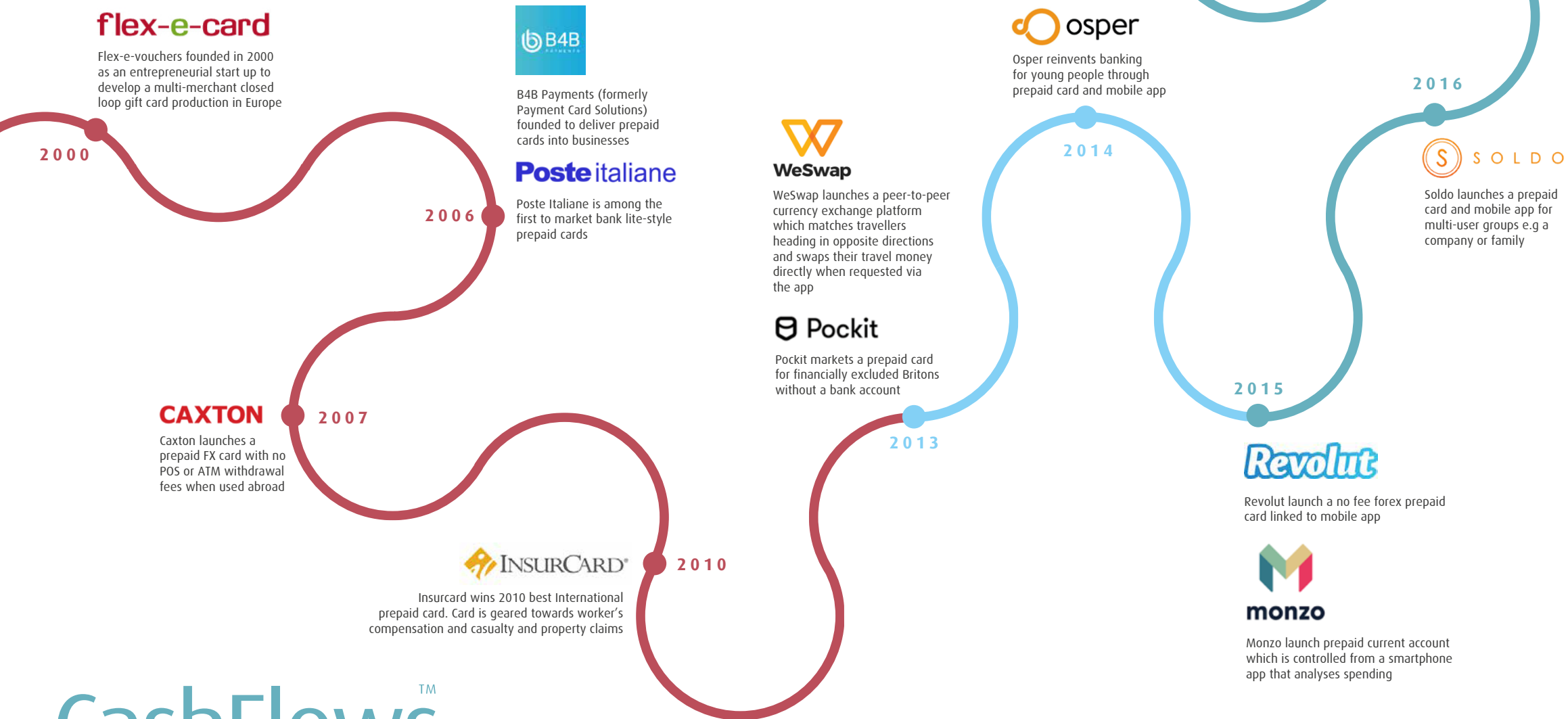


# PREPAID INNOVATION TIMELINE

Prepaid cards were seen as a 'poor relation' to a debit or credit card – a product for un-banked or sub-prime customers.

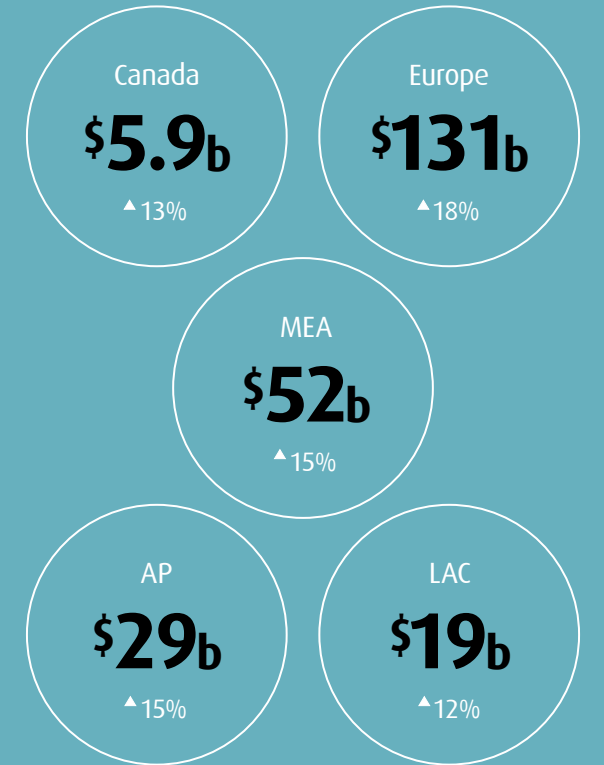
However, their time to shine has come and the prepaid opportunity is enormous and growing. This is in no small part because it offers such a flexible solution. Whatever the end-customer need or pain point, prepaid can usually help solve it.



## PHENOMENAL GROWTH

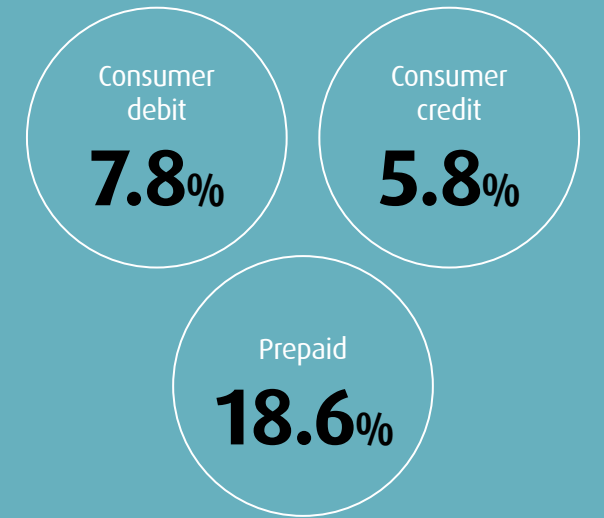
Global open loop prepaid market

**\$572b**  
in 2021



Source: Mastercard Global Prepaid Sizing Study, 2017  
Growth rate shown for 2014-2021 CAGR

European prepaid market growing strongly vs. debit and credit



Source: Mastercard Core products (Europe) 2014-2021 CAGR