

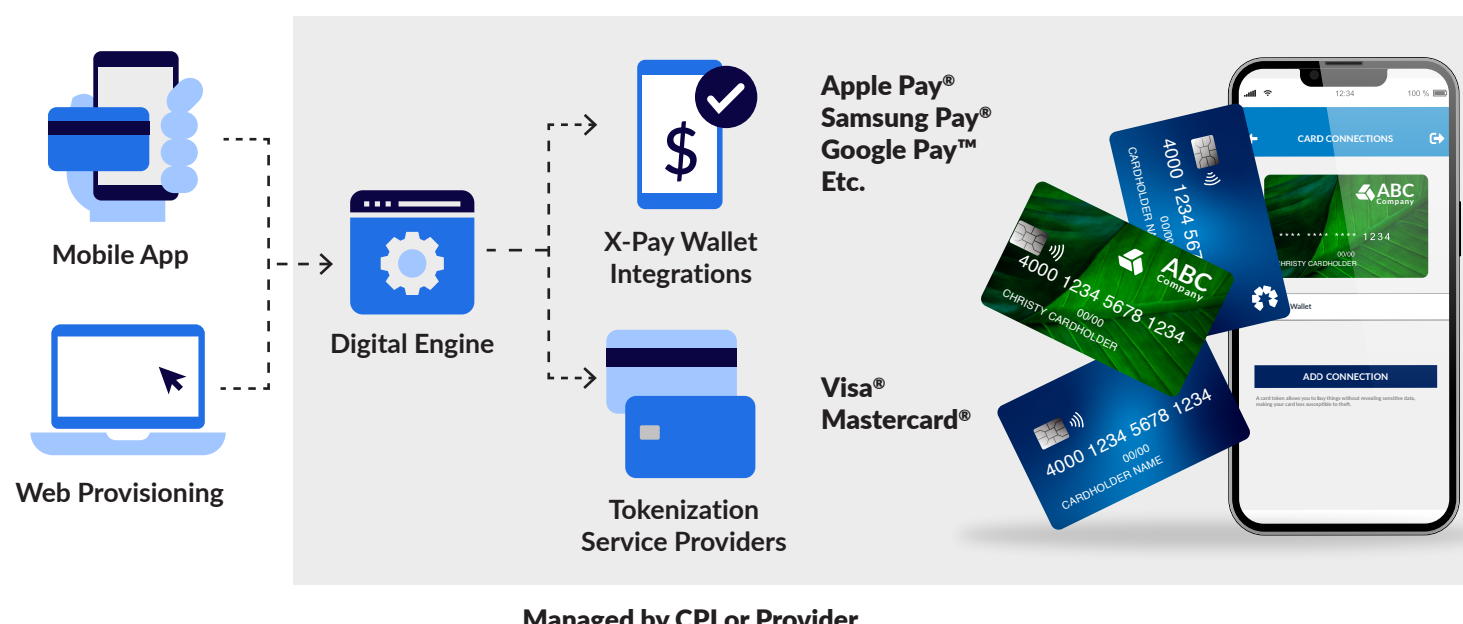
Why Your Card Program Should Include a Digital Payment Solution

Digital payments are growing rapidly. What's driving the growth? Innovation, simplicity, convenience, and security. Offering a modern physical card program that incorporates a complementary digital payment solution is vital to stay relevant in today's competitive market and cater to all your cardholders' needs. Push Provisioning is CPI's® SaaS-based service that utilizes secure API technology to enhance the physical card experience by facilitating the delivery of payment cards into cardholders' wallets allowing for immediate purchasing power.

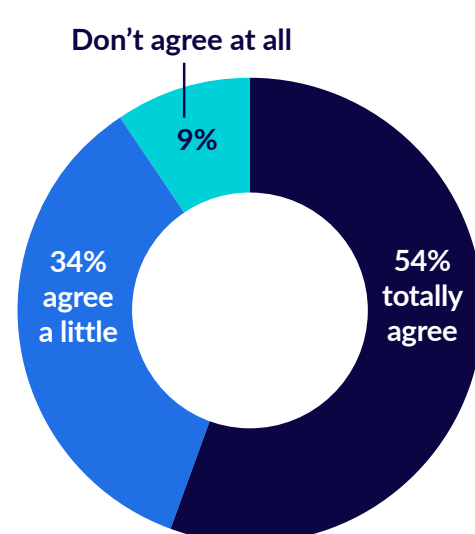
Benefits & Perks

- ✓ May increase interchange revenue and card activation
- ✓ Gain cost efficiencies and encourage deposit growth
- ✓ Compete for top-of-wallet status with an omnichannel strategy
- ✓ Appeal to younger cardholders to help establish brand loyalty

How It Works

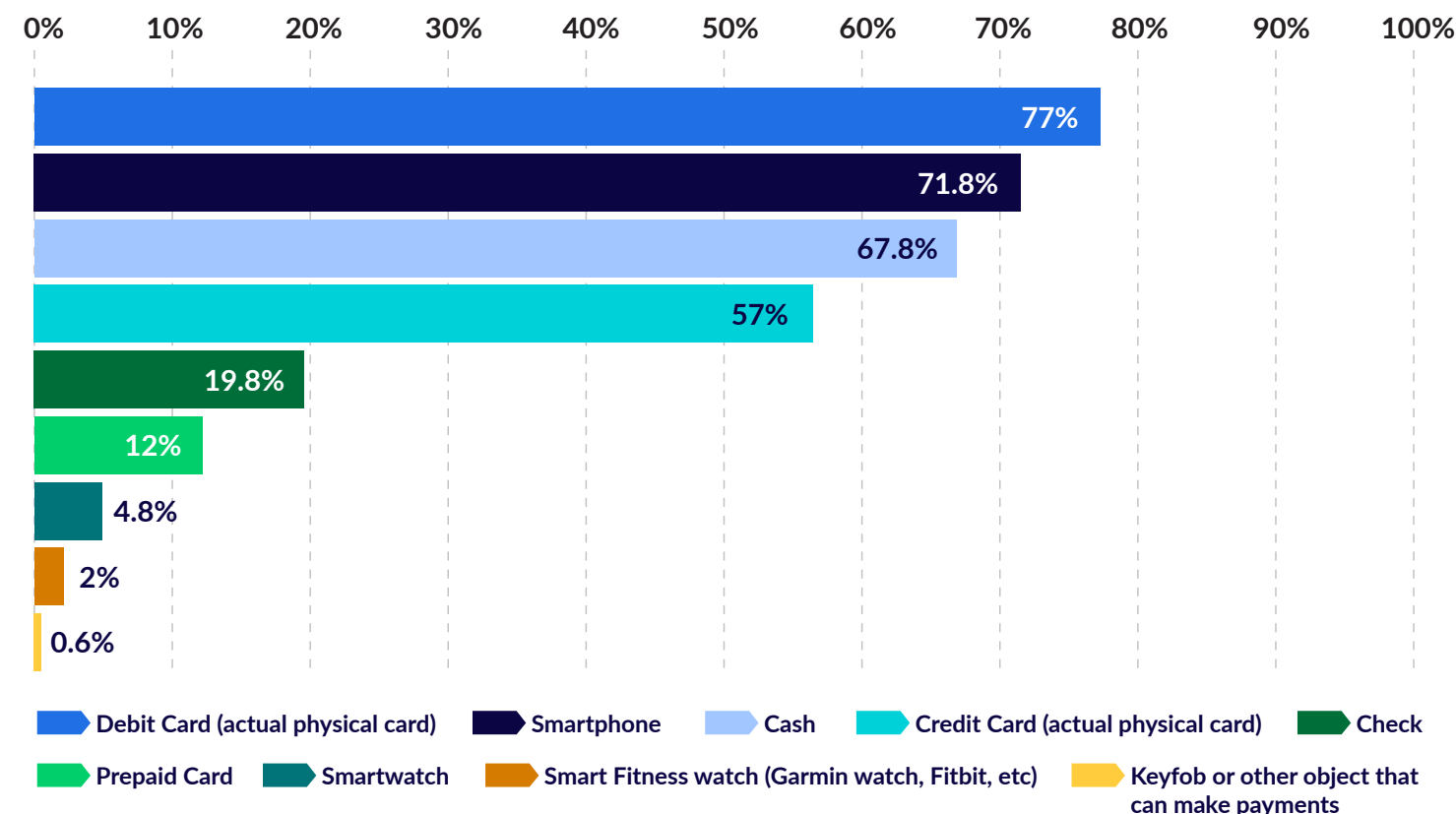


Consumer Demands & Preferences



I like having the choice to use a card or a smartphone to make purchases¹.

While physical cards are highly relevant, more than **70%** claim to have used a smartphone to make a purchase or payment in the past month¹.



What's Driving Rapid Growth?



Security

Security is a top concern for consumers. Push Provisioning uses powerful API and encryption technology to ensure secure PCI compliant transaction capability.



Simplicity & Convenience

Provisioning a debit or credit card to a digital wallet is a simple, cost effective solution that offers customers flexibility and immediate purchasing power.



Innovation

Provision a physical card with seamless digital functionality to a device that is already in hand. A digitally issued card is a natural complement to contactless payments.

Deloitte's credit card payments survey of a group of U.S. consumers found that **77%** say security is one of the most important things they look for when deciding how to pay.²

If you would like to talk to the payment experts at CPI Card Group, call 1-800-446-5036.



www.cpicardgroup.com

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¹ CPI consumer insights fielded September 2021. n2215.

² "Getting ahead of the curve," Deloitte US consumers credit card payments survey, February 26, 2020. <https://www2.deloitte.com/us/en/insights/industry/financial-services/consumer-payment-survey.html>

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