



Swiss Luxury Credit Card Company Expanding to Singapore



Searching for Local Distribution Partners
Singapore
August 2015
Prepared by Reciprocus International

Robert MacPherson, Vice President
Reciprocus International (Singapore)
robert@reciprocus.com
Office: +65-6225-9986
www.reciprocus.com



Summary

Company	Swiss Precious Cards (Switzerland)
Sector	Luxury Cards
Target Market	Singapore
Target Deal	Distribution Partner
Target Partner	Regional/Local Financial Institutions
Time-Frame	Year end 2015

About Swiss Precious Cards

Swiss Precious Cards (SPC) is headquartered in Zurich, Switzerland and a provider of luxury credit and prepaid cards, catering particularly to financial institutions who look to reward their high-net-worth clients with unique and high-quality loyalty items. Based on a patented process, Swiss Precious Cards' exclusive intellectual property allows them to incorporate RFID chips into platinum, gold and silver metals and produce the world's first luxury card that can be individually fashioned, engraved and designed. With the MasterCard license now being renewed, the company has a view to bring the proposition to Asia Pacific. Given that these cards are suitable for daily use in shopping, dining and withdrawals from ATMs, and the first metal card in the world to do so, we believe there is substantial potential particularly in Singapore.

The Opportunity

- Swiss Precious Cards help financial institutions promote their wealth management services by rewarding, retaining and attracting high-net-worth clients with a unique and sophisticated luxury card item;
- The concept has been successful among institutions in the West reward and retain high-net-worth clients, such as elite athletes from F1, soccer and hockey as well as 20 top fashion models;
- With the rate of new high-net-worth individuals intensifying across ASEAN, we believe there is an opportunity to now replicate Swiss Precious Cards' success in regional markets, specifically in Singapore;
- The cards bring a salient design that attracts the attention of those around the user and can be branded and partly designed by the institutions themselves, thereby raising the profile and awareness of the institution;
- Swiss Precious Cards is offering an exclusive license arrangement to a partnering institution, with flexibility on license fee terms and payment.
- Financial institutions have the option of being issuers of the cards or leverage SPC's existing Europe-based issuer.

Exclusive License Arrangement

- Exclusive distribution partnership;
- Reasonable exclusive licensing fee;
- Fee is up-front with the option of part of the fee to be reimbursed on the basis of cards actually distributed;
- Guaranteed limited production and distribution.

Market Projections

- Singapore hosts 183,000 HNWI, including 3,870 UHNWI and 14 billionaires;
- Between 2014-24, the number of ultra-high-net-worth individuals will rise by another 1,752, ranking Singapore first globally with fastest growth rate of UHNWI;
- The market for metal cards is growing, reaching 10 million globally in 2014.

Product Specifications Overview



- Distribution is capped on a per market basis: Starting with 5000 Gold cards (18ct) and the outlook of rolling out Platinum, Silver and Carbon fibre cards in the near future;
- If desired, the opportunity is also linked to a high level concierge service;
- Swiss quality, with each card undergoes 76 processing stages, engaging two dozen highly qualified specialists in perfecting each item.