Alfredo Gangotena
Chief Marketing Officer

MasterCard's Priceless Creativity
The Evolution of an Iconic Brand

MasterCard Worldwide Today

1.8 billion cards

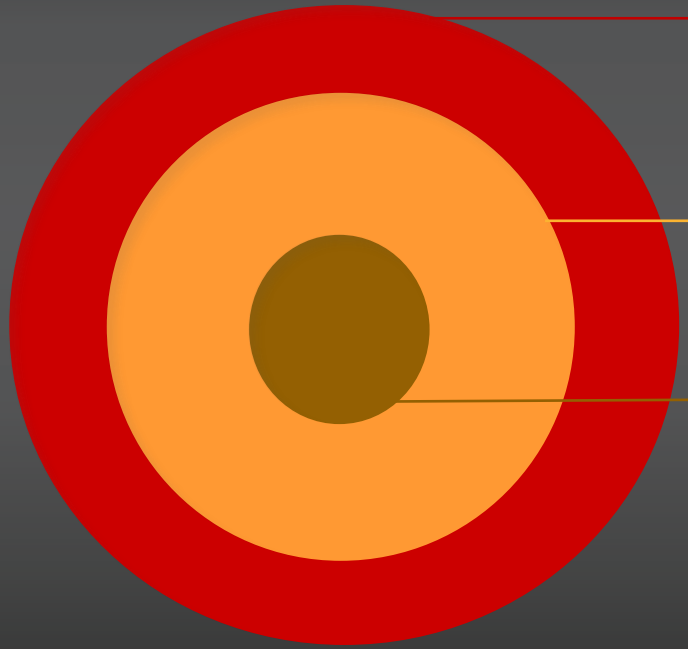
210 countries and territories

33 million acceptance locations

27 billion transactions

US $3.2 trillion volume

Three Drivers of Growth



Personal Consumption Expenditure

Cash & Check vs. Electronic Payments

MasterCard Share of Electronic Payments

Experiences
Matter
More Than
Things.

That's MasterCard.
That's Priceless.

Priceless Campaign

Timeless yet Dynamic = Sustained momentum

15
years young

112
countries

53
languages

Priceless Works Because It Speaks to What Really Matters to People

Priceless Idea Inception

… Means Everything That Matters
… Means Real Life
… Means The Best Way To Pay

… Is Purposeful
… Is Genuine
… Is Resourceful

Priceless Idea Inception

Priceless Evolution

Observing Priceless Moments

Enabling Priceless Moments

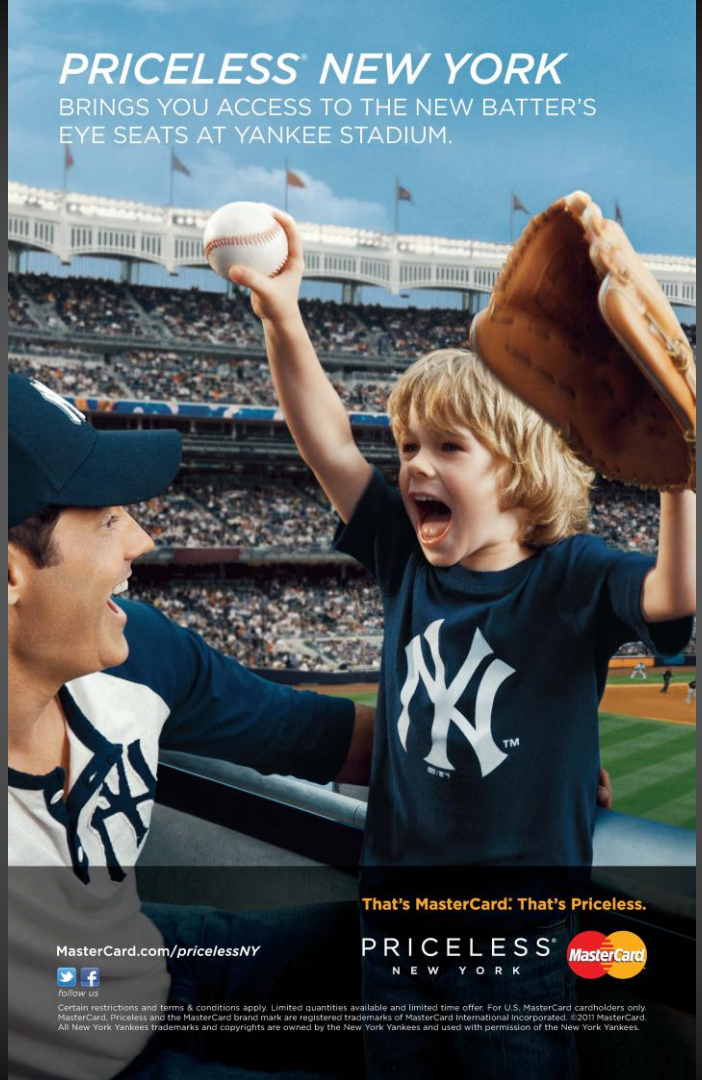
Priceless Cities

Global Expansion

Priceless Cities

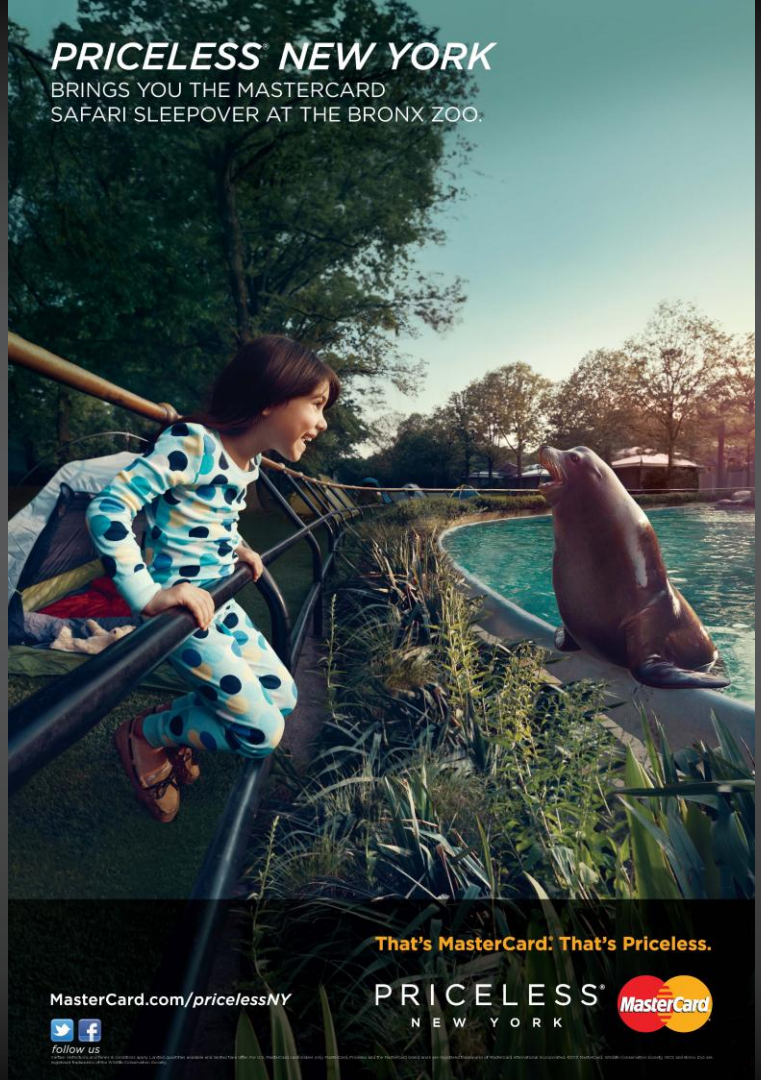
- Shopping
- Arts & Culture
- Dining
- Theater
- Sports
- Attractions
- Travel
- Music & Movies

Priceless Cities



Priceless Cities

Priceless Cities



Priceless Cities

Digital

YANKEE STADIUM
Welcome to
Yankee Stadium

Priceless Cities

Global Expansion

Priceless Cities – Global Expansion

Connecting People to their Passions Home and Away

SHOPPING

MUSIC & MOVIES

DINING

SPORTS

ARTS & CULTURE

TRAVEL

THEATER

ATTRACTIONS

Thank You