

Discover® Global Card Case Study: BC Global Card

Opportunity



Continually increasing domestic and international transaction fees from existing network partners prompted BCCard to explore alternatives, which would allow BCCard to:

- Maintain full control and support of their domestic transactions within South Korea
- Expand the use of their proprietary cards on a global scale
- Achieve greater cost savings for issuers by eliminating domestic transaction fees charged by existing network partners

Solution

Working together with Discover®, BCCard launched the BC Global Card program which included:

- Full domestic ownership of transactions: BCCard continues to manage and support all domestic transactions in South Korea
- Access to international acceptance under the BCCard brand: Outside South Korea, cards leverage Discover, Diners Club International® and PULSE® networks for all POS and ATM transactions. This removed the need for BCCard to issue separate dual-branded cards to their international cardmembers. One card does it all.
- Enhanced security: Over 3.5 million cards issued with the Discover EMV solution, D-PAS
- Speed to market: New cards were issued utilizing Discover IIN ranges to seamlessly and quickly achieve instant international acceptance

Did You Know?

- South Korea is the 5th largest credit card market in the world¹
- BCCard
 - Is the largest domestic payment network in South Korea
 - Has 11 member financial institutions and has issued 55 million cards
 - Issues both signature credit and signature debit card products

¹ Credit Card Usage by Transactions 2012, Euromonitor



Results

Success is in the numbers. As a result of this approach, BCard has enjoyed many benefits to date including:

- Successful implementation in less than **9** months
- Over **90%** of financial institution adoption: 10 of their 11 member institutions now issue the 'BC Global Card'
- Lower cost international transactions spanning **60** different countries around the globe
- Up to **80%** sales uplift when Discover exclusive merchant promotions utilized
- **3.7 million** cards issued in less than 3 years

"Our relationship with Discover has been critical to the success of the BCard. Discover has robust network capabilities and flexibility in bringing global card to fruition have enabled a new option for BCard cardmembers and issuers with worldwide acceptance."

– Lee Kang Tae, CEO, BCard

Discover has an Ongoing Commitment to Success



To further promote BCard usage internationally, Discover supported the BCard program with:

- Exclusive merchant promotions: Targeted offers that drive spend with international travelers
- Leveraging existing Discover products and features to enhance the overall global card product
- Sharing knowledge and best practices as an issuer and a payment network
- Commitment to build awareness within the acquirer and merchant community