



▶ AFFINITY INSURANCE



▶ BANCASSURANCE



▶ AFFINITY BANKING

WINTER 2015

# Global Affinity

## *Finance Club*

*Finaccord's newsletter about affinity financial services worldwide*



## Welcome back to your Club!

The first three months of 2015 have seen a number of innovative new initiatives in the world of affinity financial services.

Google has created headlines by unveiling the launch of a motor insurance comparison facility in the US ('Google Compare for Auto Insurance'), co-operating for this purpose with CompareNow, CoverHound and other partners.

Distinctive new deals in the assistance sector include a link between MAPFRE Assistance and Unitywater in the nascent market for home assistance services in Australia, RAC's agreement with tachometer provider Tachodisc for truck assistance, insurance and warranties in the UK, and the partnership of AXA Assistance with the developer of the SKI360 app in France for travel cover.

In the US, American Express has joined forces with BBVA Compass (as issuer) and the National Basketball Association (as affinity partner) for an eye-catching new affinity credit card. Moreover, the impending launch of the Plenti coalition loyalty program in the US, which is being developed by American Express and several major commercial partners, could well give rise to a significant new co-branding program in future.

Meanwhile, in the world of mobile payments, MasterCard and Visa have announced that they will work with Samsung for 'Samsung Pay', a mobile payment service that allows cardholders to use a Samsung Galaxy S6 phone for everyday purchases.

Alan Leach, Director  
[aleach@finaccord.com](mailto:aleach@finaccord.com)



For our published reports, news and more please visit [www.finaccord.com](http://www.finaccord.com)

# Global Affinity *Finance Club*

## Table of contents

<b>Affinity Insurance News</b>	Lloyd's of London underwriters 6	travel cover with Russian insurer 8
<b>ASSISTANCE 5</b>	<b>MOTOR INSURANCE 6</b>	AXA Assistance provides embedded insurance for Miles & More cardholders... 8
MAPFRE Assistance secures pioneering deal with Australian water company 5	Google unveils motor insurance comparison facility in the US 6	... and works with SKI 360 app for travel cover in France 9
Collinson Group provides secure home assistance link with EDF Energy 5	MetLife develops motor insurance product for US transportation network company 7	Sun Life chooses AXA Assistance as assistance provider for Chinese travel insurance policies 9
<b>COMMERCIAL INSURANCE 5</b>	Specialist in UK manufacturer-branded motor insurance selects Allianz as underwriting partner 7	ERV and Deutsche Bahn renew travel insurance distribution partnership 9
Hollard partners with Tokio Marine to service Japanese customers in sub-Saharan Africa... 5	<b>PET INSURANCE 7</b>	<b>GENERAL 9</b>
... and teams up with broker network Steadfast to launch new underwriting agency in Sydney 5	Sterling Pet Solutions ties with CoverCloud for pet insurance product to be sold through Costco 7	Ageas secures household and motor insurance partnership with Virgin Money 9
<b>LIFE, ACCIDENT AND HEALTH INSURANCE 5</b>	<b>PRODUCT WARRANTIES / INSURANCE 7</b>	Hollard signs five-year joint venture agreement with Botswana's largest trade union 9
Teachers Assurance to offer LV= flexible savings plan and financial advice service 5	MAPFRE Warranty seals affinity deal with Portuguese optician chain 7	Gras Savoye wins affinity tie with association of French music writers and composers 9
CNP Assurances commences CAPVITA joint venture with Alptis Assurances 6	Solid Försäkringar bolsters Swedish bicycle insurance business 8	ARAG earns legal protection and home emergency mandate with Horizon underwriting agency 9
Cigna Insurance Services wins personal accident mandate with Chaucer Direct 6	<b>TRAVEL INSURANCE 8</b>	Tachodisc selects RAC for truck insurance, assistance and warranty cover 10
Friends Life enhances 'Protect+' range with Best Doctors module 6	AA selects Cigna Insurance Services as provider for revamped travel cover 8	Generali buys out remaining 24% stake of PPF Group in former joint venture 10
Columbus Direct launches income protection cover with	MAPFRE Asistencia bolsters position as distributor to Belgian travel trade... 8	
	... and enters into partnership for	

# Global Affinity *Finance Club*

## **Bancassurance**

### CREDITOR INSURANCE 10

Genworth Financial secures mortgage insurance deals with UK building societies 10

### LIFE INSURANCE 10

Helvetia renews distribution agreement with Raiffeisen banking group for five more years 10

Tata AIA Life and Citibank cooperate for life insurance products in India 10

Société Générale converts Antarius from a joint venture to a captive insurer 10

### TRAVEL INSURANCE 11

Sparbankernas Kort chooses Solid Försäkringar as provider of card-related travel cover 11

### GENERAL 11

Groupe BPCE reconfigures bancassurance partnership with CNP 11

Howden Broking Group acquires management control of bank-owned broker in Malaysia 11

## **Affinity Banking**

### AFFINITY CARDS 12

BBVA Compass rolls out NBA affinity card with American Express 12

### AUTOMOTIVE FINANCE 12

BNP Paribas Personal Finance and Geely receive regulatory green light for finance joint venture 12

GM subsidiaries acquire stake in Chinese automotive finance joint venture from Ally Financial 12

Fiat Chrysler and Crédit Agricole convert joint venture finance company to fully-licensed bank 12

### CONSUMER FINANCE 12

BNP Paribas Personal Finance forms new joint venture with Spanish banking group 12

### CO-BRANDED CARDS 13

Alliance Data rolls out co-branded credit card program with Red Roof Inn hotel chain 13

Capital One introduces co-branded business card in partnership with GM 13

American Express links with major partners for launch of new US-based coalition loyalty program 13

Indian online marketplace operator selects HDFC for new co-branded credit card 13

Russian Standard Bank develops new range of Visa cards with Miles & More 14

### INTERNATIONAL PAYMENTS / REMITTANCES

ICICI Bank links with UAE Exchange for remittances for Indian beneficiaries 14

### MOBILE / ONLINE PAYMENTS 14

Samsung works with major card networks for mobile payments in the US and other markets 14

MasterCard ties with eTranzact International for Nigerian remittances... 14

... and with Steward Bank in Zimbabwe in a similar context 14

MasterCard works with four US banks for mobile payment options through Apple Pay 15

MasterCard combines MasterPass digital payment service with mobile ticketing system 15

MasterCard introduces payment app for Wagamama customers in the UK 15

Visa collaborates with Airtel for mobile money across seven African countries 15

Visa Europe expands Visa Direct peer-to-peer payments service... 15

... aided by new partnership with fastacash allowing payments via social networks 15

# Global Affinity *Finance Club*

## Table of contents

Ecobank forms pan-African mobile payment partnerships with MTN and Orange 16

Synchrony Bank allows cardholders to use 'Samsung Pay' mobile wallet app 16

3 extends direct carrier billing service with Boku in Hong Kong 16

Maybank launches portable point-of-sale payment device in conjunction with Maxis Berhad 16

BGL BNP Paribas launches mobile payment solution in partnership with Digicash Payments 16

PayPoint works with UNIQA to facilitate payments of insurance premiums in Romania 17

Drillisch prepares to launch Wirecard mobile payment service 17

**PAYMENT CARD ISSUANCE AND ACCEPTANCE 17**

JCB links with Asia Commercial Bank for new debit and credit cards in Vietnam 17

**RETAILER CARDS 17**

Alliance Data renews private-label credit card partnership with FULLBEAUTY Brands 17

Costco terminates co-branding and merchant acceptance partnership with American Express 17

## Finaccord country reports

Finaccord publishes a variety of reports about the following countries:

Australia  
Austria  
Belgium  
Brazil  
Canada  
China  
France  
Germany  
India  
Indonesia  
Italy  
Japan  
Malaysia  
Mexico  
Netherlands  
Poland  
Romania  
Russia  
South Africa  
South Korea  
Spain  
Switzerland  
Turkey  
UK  
USA

Alternatively, to see our full list of reports organised by country, with more than 60 countries covered in total, please visit our website at [www.finaccord.com](http://www.finaccord.com) and / or use the search-by-country function at [www.finaccord.com/search-by-country.htm](http://www.finaccord.com/search-by-country.htm).

Finaccord is a market research, publishing and consulting company specialising in financial services with a focus on marketing and distribution strategies. Our clients include:



Already speakers at:



Contact us today  
[www.finaccord.com](http://www.finaccord.com)  
+44 20 3178 2556

follow us on  
twitter LinkedIn





### Affinity Insurance News

#### ASSISTANCE

##### **MAPFRE Assistance secures pioneering deal with Australian water company**

In Australia, MAPFRE Assistance has established a new partnership with Unitywater, a water company serving more than 300,000 customers, for the provision of insurance related to emergencies related to plumbing and water supply. The deal is a seminal one as the market for home emergency insurance and assistance in Australia is underdeveloped relative to those in many other developed economies.

##### **Collinson Group provides secures home assistance link with EDF Energy**

Energy company EDF Energy has signed an agreement with Collinson Group to provide homeowner and landlord emergency insurance and assistance services to UK customers. The range of products will include both insurance and service solutions for gas central heating, plumbing and drainage, and electrical wiring, plus a comprehensive home emergency product.

#### COMMERCIAL INSURANCE

##### **Hollard partners with Tokio Marine to service Japanese customers in sub-Saharan Africa...**

Insurance groups Hollard and Tokio Marine have struck an agreement to co-ordinate specific initiatives relevant to Japanese clients in sub-Saharan Africa, with a focus on insurance requirements. The arrangement will see Hollard establish a Japan desk which will exclusively handle business in sub-Saharan Africa for the Japanese clients of Tokio Marine and its group companies. Hollard has fully-fledged non-life licenses in several countries in the region including Botswana, Mozambique and Namibia as well as South Africa and, as of earlier in 2015, Ghana. Through various partnerships and joint venture arrangements, Hollard currently provides cover in a further 20 countries on the continent, and has a significant reach in East and West Africa.

##### **... and teams up with broker network Steadfast to launch new underwriting agency**

In Australia, Hollard and broker network Steadfast have announced the launch of a new Sydney-based underwriting agency. Named Emergence Insurance Group, this company will specialise in new and emerg-

ing risks in the SME markets of Asia, Australia, New Zealand and South Africa. Emergence's first product will be cyber event protection, which has been specifically designed for SME clients in collaboration with cyber experts, reinsurers, brokers and customers.

#### LIFE, ACCIDENT AND HEALTH INSURANCE

##### **Teachers Assurance to offer LV= flexible savings plan and financial advice service**

In the UK, LV= has agreed a partnership with Teachers Assurance whereby the latter (which is an insurer focused on the teaching profession) will sell the former's flexible savings plan and promote its in-house financial advice team for members needing advice in relation to investment and / or retirement planning. In fact, members of the teaching profession will be made aware of the new financial advice service during the regular program of national seminars that Teachers Assurance runs throughout the year. This tie-up follows the announcement in December 2014 that LV= would be taking over the majority of Teachers Assurance's interests.



### **CNP Assurances commences CAPVITA joint venture with Alptis Assurances**

In France, CNP Assurances and Alptis Assurances, a wholesale broker specialising in personal protection insurance that distributes through over 6,000 brokers, have established a joint venture focused on healthcare and protection insurance. The new company, which is called CAPVITA, will offer bespoke solutions to companies, particularly to increase take-up rates for supplementary health insurance. CNP Assurances owns 51% of the share capital of CAPVITA with the remaining 49% held by Alptis Assurances.

### **Cigna Insurance Services wins personal accident mandate with Chaucer Direct**

Returning to the UK, Cigna Insurance Services has been selected by Chaucer Direct to provide its motor insurance customers with personal accident cover. The appointment will see Cigna Insurance Services provide personal accident insurance underwriting and claims handling services to Chaucer Direct, the direct arm of Chaucer Insurance. Chaucer Direct will be responsible for the sales and marketing. Specifically, personal accident cover will be offered to customers alongside Chaucer Direct's standard motor insurance. It covers all named drivers

up to a maximum sum insured of GBP 100,000 and the benefit is payable to the driver of the vehicle at the time of the incident.

### **Friends Life enhances 'Protect+' range with Best Doctors module**

Also in the UK, life insurer Friends Life (recently acquired by Aviva) has begun collaborating with Best Doctors, a medical services provider, to introduce the 'Global Treatment' module as an additional option to its 'Protect+' range, a protection-related insurance concept targeted at individual consumers. The module gives customers access to medical experts and treatment around the world. Covering a range of serious illnesses, including all cancers, it will pay and arrange for hospital access and treatment, including international hospitals outside of the UK. The product covers cancer, neurosurgery, coronary artery by-pass surgery, heart valve replacement or repair, bone marrow and live donor organ transplant.

### **Columbus Direct launches income protection cover with Lloyd's of London underwriters**

Again in the UK, Columbus Direct, a trading brand of Colinson Group, has launched a new income protection product

that can be bought directly by consumers. The policies are being dealt with by underwriters at Lloyd's of London and include different levels of accident, sickness and unemployment cover. Columbus Direct has stated that it is aiming to provide a greater range of products in addition to its core travel insurance policies.

### **MOTOR INSURANCE**

### **Google unveils motor insurance comparison facility in the US**

In the US, Google has launched a motor insurance comparison facility ('Google Compare for Auto Insurance') in partnership with CompareNow, CoverHound and other partners, that lets customers compare rates from different insurance providers. The option to compare rates will appear after a consumer performs a search for 'car insurance' (or a similar term) using Google's engine. Initially, the service is being made available to California residents but Google has indicated that other states will follow later in 2015. Indeed, a separate subsidiary, Google Compare Auto Insurance Services, was licensed to carry on insurance business in more than a half of US states as at January 2015.

Its insurance partners, which include MetLife and Mercury Insurance plus local providers,



can use the service to highlight what they believe makes them unique given that a field is available for them to mention differentiating features such as safe driver discounts or high levels of customer service.

The US launch follows on from Google's financial comparison operation in the UK, where it provides quotes for mortgages, motor insurance and travel insurance, plus a credit card comparison site in the US, all of which fall under the 'Google Compare' brand.

### **MetLife develops motor insurance product for US transportation network company**

Also in the US, MetLife's motor and household insurance arm and Lyft, a privately-held, transportation network company based in San Francisco, have announced that Lyft drivers in Colorado have access to a motor insurance policy tailored specifically for them. This arrangement augments Lyft's existing products, which only cover part of the trip. Specifically, the policy provides cover for Lyft drivers and insures bodily injury liability, property damage liability, medical payments, and physical damage. In addition, it offers cover for Lyft drivers and passengers at every stage of their trip including while the driver is waiting for a passenger request or en route to pick up a passen-

ger as well as during the trip with the passenger. Premiums vary in accordance with mileage covered.

### **Specialist in UK manufacturer-branded motor insurance selects Allianz as underwriting partner**

In the UK, Allianz has been selected by Verex Group as its motor insurance partner as part of a partnership that will see Allianz provide Verex Group with policies for its vehicle manufacturer and dealer group insurance schemes. Verex Group was founded in 2008 to help vehicle manufacturers and their franchise dealers to increase both customer retention and revenues from parts and vehicle sales. Its specialist services include manufacturer-branded motor insurance, accident management, and excess insurance programs alongside national body shop audit and network management services. At the time of publication, Verex Group clients in the UK included Fiat Chrysler Group, Hyundai, Jaguar Land Rover, Mazda, Mitsubishi, MG, Suzuki and Vauxhall.

### PET INSURANCE

#### **Sterling Pet Solutions ties with CoverCloud for pet insurance product to be sold through Costco**

In the UK, Sterling Pet Solutions (launched in February 2014 and a division of Sterling Insurance Group which was itself acquired by the France-based mutual insurer Covéa in December 2014) has launched a pet insurance facility with CoverCloud, an online insurance brand and sales service partner. The cat and dog insurance product offers four levels of cover ranging from an accident-only product through to a comprehensive policy with GBP 7,000 per condition benefit levels. CoverCloud is marketing the product to a wide variety of existing customers and distributors, including the COBRA network of 108 independent insurance brokers, plus Costco, the UK's largest membership warehouse chain with 3 million active members across the nation.

### PRODUCT WARRANTIES / INSURANCE

#### **MAPFRE Warranty seals affinity deal with Portuguese optician chain**

In Portugal, MAPFRE Warranty has entered into a relationship with the Ergovisão optician



chain, which has more than 30 outlets across the country, for an optical (glasses) insurance scheme. In addition to insuring the risks of accidental damage and theft, creditor cover for temporary incapacity and unemployment is also available for customers buying their glasses through finance plans. These policies form part of MAPFRE Warranty's 'lifestyle protection' range.

### **Solid Försäkringar bolsters Swedish bicycle insurance business**

In Sweden, Solid Försäkringar has signed an agreement to acquire bicycle insurance customer records from Falck Försäkringar. When current policies expire, existing customers of Falck will be offered policies from Solid. In addition, Solid Försäkringar is building its bicycle insurance business through creating distribution agreements with four new partners in the sports retail sector, namely Bike Partner, Scott Sports, TeamSportia and Vartex. These agreements stipulate free anti-theft insurance on new bicycles for three

months.

---

### TRAVEL INSURANCE

#### **AA selects Cigna Insurance Services as provider for re-vamped travel cover**

In the UK, the AA has re-launched its travel insurance proposition with a range of improvements in cover following the appointment of Cigna Insurance Services to provide travel underwriting, claims and marketing expertise. The new offering means that the AA is one of only a few travel insurance providers in the UK with no upper age limit on single-trip, worldwide travel policies. Cover is provided for a wide range of low-risk medical conditions without any additional premium rating and most other conditions can be covered subject to an additional premium.

#### **MAPFRE Asistencia bolsters position as distributor to Belgian travel trade...**

In Belgium, MAPFRE Asisten-

cia has acquired a travel insurance portfolio worth around EUR 25 million in premiums per annum from L'Européenne, a subsidiary of Nationale Suisse. The transaction means that it now employs directly the staff of this company having already assisted with the administration and management of the travel insurance business. It also makes MAPFRE Asistencia one of the leading suppliers of travel insurance to the Belgian travel trade.

#### **... and enters into partnership for travel cover with Russian insurer**

In Russia, MAPFRE Assistance has strengthened its presence in the country's travel insurance sector by creating an agreement with indigenous insurer Euro-Polis for the provision of travel cover for trips within Russia itself. According to MAPFRE Assistance, Euro-Polis, which was founded in 1992, is especially strong in online marketing of motor insurance and other types of non-life policy.







### **AXA Assistance provides embedded insurance for Miles & More cardholders...**

As part of a multi-country deal, AXA Assistance has been contracted to provide travel-related cover for holders of credit cards affiliated to Lufthansa's Miles & More loyalty scheme. The portfolio reportedly includes more than 600,000 cards, and AXA Assistance will provide a range of insurance types including trip cancellation, travel health and collision damage waiver for rental cars. The partnership will also apply to holders of the premium 'HON Circle' credit card, with additional concierge services provided by WhiteConcierge, a subsidiary of AXA.

### **... and works with SKI 360 app for travel cover in France**

Meanwhile, in France, AXA Assistance has signed an agreement to offer travel cover through the SKI 360 app. The agreement allows customers to buy policies and request assistance using their mobile phones. SKI 360 reports that its app has 200,000 users.

### **Sun Life chooses AXA Assistance as assistance provider for Chinese travel insurance policies**

In another deal, this time in China, AXA Assistance and Sun Life have announced that they

will work together to for travel insurance policies covering both domestic and foreign travel. The policies will be comprehensive with AXA Assistance used as assistance provider.

### **ERV and Deutsche Bahn renew travel insurance distribution partnership**

In Germany, ERV and national railway company Deutsche Bahn have agreed to renew an existing partnership with the specialist travel insurer providing travel cover at Deutsche Bahn's stations and travel agencies, as well as through its website.

---

#### GENERAL

### **Ageas secures household and motor insurance partnership with Virgin Money**

In the UK, Virgin Money has announced that it has entered into an agreement with insurer Ageas that will see the two businesses work together to create a range of household and motor insurance products. Under the terms of the agreement, Ageas will support Virgin Money by providing sales, servicing, administration and claims management support. Household insurance will be solely underwritten by Ageas itself while motor cover will be underwritten by a panel of insurers managed by

Ageas.

### **Hollard signs five-year joint venture agreement with Botswana's largest trade union**

In Botswana, Hollard has begun working with Babereki Investments, the financial services arm of the Botswana Public Employees Union. The five-year contract will see Hollard Botswana become the preferred provider of insurance products to the trade union, which is the largest in Botswana with more than 27,000 members. The agreement involves both life and non-life companies belonging to Hollard in Botswana, meaning that trade union members will have access to both life and short-term insurance products.

### **Gras Savoye wins affinity tie with association of French music writers and composers**

In France, the Société des Auteurs, Compositeurs et Editeurs de Musique (SACEM), a trade association representing the interests of music writers and composers, has chosen broker Gras Savoye to offer insurance and assistance services to its members. The program includes cover for the damage to musical instruments plus life insurance and a legal assistance helpline for members.



## Bancassurance

### **ARAG earns legal protection and home emergency mandate with Horizon underwriting agency**

In the UK, specialist underwriting agency Horizon has chosen ARAG to provide family legal protection and home emergency cover for a new venture targeting medium and high net worth individuals. The click-and-buy venture will enable brokers to rapidly secure both quotes and policy documents with the first two policies named 'Longitude' for medium net worth customers and 'Latitude' for high net worth ones.

### **Tachodisc selects RAC for truck insurance, assistance and warranty cover**

In the UK, RAC has signed an agreement with Tachodisc (a provider of tachometers that generate a record of engine speed over a period, especially for commercial vehicles) whereby the latter will promote the former's truck insurance, assistance and warranty products to its customers. These products include a subscription-based RAC truck rescue product which includes cover for up to four breakdowns a year.

### **Generali buys out remaining 24% stake of PPF Group in former joint venture**

Having previously acquired the 24% minority share held by PPF Group, Generali has taken over full control of Generali PPF Holding (GPH), in line with agreements signed in January 2013. The entity is now known as Generali CEE Holding. Generali states that the transaction is key to its ability to speed up its development in Central and Eastern Europe, which it considers to be composed of key, fast-growth markets.

## **Bancassurance**

### CREDITOR INSURANCE

### **Genworth Financial secures mortgage insurance deals with UK building societies**

In the UK, Genworth Financial has signed agreements with the Leek United and West Bromwich building societies to provide mortgage insurance for at least two years. The cover will allow the societies to add to their range of higher loan-to-

value mortgage products.

### LIFE INSURANCE

### **Helvetia renews distribution agreement with Raiffeisen banking group for five more years**

In Switzerland, Helvetia and the Raiffeisen banking group have renewed their distribution partnership for another five years. This partnership began in 1999 and entails the distribution of Helvetia's life insurance products through 280 branches belonging to the banking group. Helvetia has stated that this bancassurance agreement typically generates between CHF 110 million and CHF 170 million in premium income each year with around 30,000 customers served through the channel.

### **Tata AIA Life and Citibank co-operate for life insurance products in India**

In India, Tata AIA Life has entered into a bancassurance partnership with Citibank that will see nine of its life insurance products being sold through the bank including four unit-linked plans, one term policy, two non-

21st & 22nd May, 2015 Prague, Czech Republic



## **Global Bancassurance & Alternative Distribution Channels Conference**

Theme: "Looking into the future of Bancassurance"



participatory traditional plans, and two participatory traditional plans. The insurer aims to reach customers through the bank's traditional branch network as well as through its growing digital presence. Moreover, it expects to add a number of new products to this portfolio in the coming months.

### **Société Générale converts Antarius from a joint venture to a captive insurer**

In France, Société Générale has decided to exercise its option to purchase the 50% stake of Aviva in Antarius, an insurance company serving the bank's Crédit du Nord subsidiary which is currently owned jointly by Aviva and Crédit du Nord. In effect, this transaction ends Société Générale's life insurance partnership with Aviva France. The acquisition will become effective by the end of 2016 at the latest, when the operational management of the company will be transferred to Sogécap, the captive life insurance subsidiary of Société Générale. Société Générale will then be the sole ultimate owner of Antarius, with Sogécap as a shareholder alongside Crédit du Nord.

---

### TRAVEL INSURANCE

#### **Sparbankernas Kort chooses Solid Försäkringar as provider of card-related travel cover**

In Sweden, Solid Försäkringar has entered into a deal with specialised card provider Sparbankernas Kort to provide travel cover for those using the issuer's cards to pay for their holidays. The insurance in question includes both trip cancellation cover and cover for lost baggage and travel delays.

---

### GENERAL

#### **Groupe BPCE reconfigures bancassurance partnership with CNP**

Returning to France, the BPCE banking group (Groupe BPCE) and CNP Assurances have announced a reconfiguration of their bancassurance partnership with a new arrangement destined to run from the start of 2016 for seven years. Specifically, the banking group's own captive Natixis Assurances will from that date underwrite all savings and retirement savings products distributed by the Caisses d'Épargne network and will also benefit from an exclusive group creditor insurance partnership across all Groupe BPCE branches, along with other product partnerships in

personal and group protection, including healthcare. Hitherto, most of these relationships have been held by CNP Assurances and it will retain them up until the end of 2015. In addition, for all customers of the banking group with insurance policies bought through it but underwritten by CNP Assurances, an agreement has been put in place concerning their on-going management which will include a 10% quota-share reinsurance facility provided by Natixis Assurances.

#### **Howden Broking Group acquires management control of bank-owned broker in Malaysia**

In Malaysia, Howden Broking Group (which belongs to Hiperion Insurance Group) has acquired an initial 49% stake and management control in CIMB Insurance Brokers (CIB), a broking entity owned by CIMB Group, one of the country's largest banks. Following the transaction, CIMB Group will remain a distribution partner for selected insurance products from CIB. The acquirer has stated that the new venture constitutes a part of its strategy to expand its presence in south-east Asia while the bank believes that Howden's international reach can help CIB to service both its own operations and its customers outside of Malaysia.

---



### Affinity Banking

#### AFFINITY CARDS

##### **BBVA Compass rolls out NBA affinity card with American Express**

In the US, American Express has unveiled a new initiative with BBVA Compass (a subsidiary of the Spain-based BBVA banking group) to issue an NBA (National Basketball Association) affinity card, the first such card ever developed with this body. BBVA Compass customers will be able to personalise their cards with the logos of their favourite NBA teams, as well as enjoy access to a number of benefits brought to them by both BBVA Compass and American Express.

BBVA Compass anticipates that the credit card launch will help it to expand across the country, beyond its 'sun belt' footprint, by tapping into the passions of basketball fans for the NBA and its 30 teams. Through the card, BBVA Compass is also focusing on expanding its growing digital portfolio, following the success of its first all-digital account which had already been launched as an NBA-branded product.

#### AUTOMOTIVE FINANCE

##### **BNP Paribas Personal Finance and Geely receive regulatory green light for finance joint venture**

In China, Geely Automobile Holdings and BNP Paribas Personal Finance have received approval from the China Banking Regulatory Commission (CBRC) to start setting up their automotive finance joint venture which is due to commence activity later in 2015, providing both consumer finance and wholesale finance for dealers.

##### **GM subsidiaries acquire stake in Chinese automotive finance joint venture from Ally Financial**

Also in China, and having initially reached an agreement for the transaction in the final quarter of 2012, Ally Financial has completed the sale of its 40% interest in joint venture SAIC-GMAC Automotive Finance Company to General Motors Financial Company and GMAC UK, which are wholly-owned subsidiaries of GM.

##### **Fiat Chrysler and Crédit Agricole convert joint venture finance company to fully-licensed bank**

FCA Italy (a division of the Fiat Chrysler group) and CA Consumer Finance (the consumer

finance unit of Crédit Agricole) have announced the conversion of automotive finance company FGA Capital into a fully-licensed bank in the form of FCA Bank. The new entity, which is headquartered in Italy, thus becomes the parent company of subsidiaries in 16 European countries. Along with its new legal status, the corporate identity of FCA Bank is being enhanced, including the introduction of a new logo, although it will continue to focus on its core business of automotive financial services to support the sale of both passenger cars and commercial vehicles.

#### CONSUMER FINANCE

##### **BNP Paribas Personal Finance forms new joint venture with Spanish banking group**

In Spain, Cetelem (a subsidiary of BNP Paribas Personal Finance) has signed an agreement with Banco de Crédito Cooperativo (BCC), the holding company of Grupo Cooperativo Cajamar (Cajamar), for the creation of a consumer credit joint venture. BCC will own 49% of the initial share capital and will appoint the chairman of the joint venture while Cetelem will hold the remaining 51% and will appoint its chief executive officer. The main activity of the company will be distribution of per-





sonal loans through Cajamar's network of over 1,300 branches.

### CO-BRANDED CARDS

#### **Alliance Data rolls out co-branded credit card program with Red Roof Inn hotel chain**

In the US, Alliance Data has expanded its footprint in the hospitality sector with a new long-term agreement to provide a co-branded credit card for the Red Roof Inn hotel chain. Red Roof Inn operates over 400 properties across 40 states and claims to have one of the most successful loyalty programs in the sector with more than 1 million members having signed up to its RediCard scheme.

By means of the partnership, Red Roof Inn will gain access to Alliance Data's suite of digital and mobile solutions which should help to increase card member engagement and enhance the features and benefits of the existing Red Roof Inn mobile app. Moreover, loyalty scheme members will earn tiered rewards that are based on expenditure at Red Roof Inn hotels plus high-frequency spend categories and all other transactions.

According to Alliance Data, loyalty programs constitute an im-

portant factor in consumers' selection of a hotel, with 59% of hotel guests participating in at least one hotel loyalty program. In addition, 50% of consumers are interested in hotel-branded credit cards with such cards generating around USD 47.6 billion in expenditure in 2014.

#### **Capital One introduces co-branded business card in partnership with GM**

Also in the US, Capital One and GM have extended their partnership for co-branded cards by announcing the launch of the 'BuyPower' business credit card. This card is specifically designed for small business owners, does not require an annual membership fee and comprises a variety of benefits, including 5% cashback on purchases of GM parts, accessories and services at authorised dealers plus 3% cashback at fuel retailers, office supply stores and restaurants. The card will replace an existing co-branded business card issued by Chase Bank.

#### **American Express links with major partners for launch of new US-based coalition loyalty program**

In another relevant initiative in the US, American Express is launching Plenti as a new US-based coalition loyalty program in association with AT&T, Di-

rect Energy, ExxonMobil, Hulu, Macy's, Nationwide and Rite Aid. The Plenti scheme will allow consumers to earn points and discounts using any form of payment accepted by the participating brands, including cash, prepaid cards and any debit, charge or credit cards. US Loyalty, a division of American Express, is operating the scheme and the launch follows on from the acquisition by American Express of Loyalty Partner in 2011, through which it manages coalition loyalty schemes in Germany, India, Mexico and Poland.

At the time of launch, there is no co-branded credit card associated with the program although this could follow in future given the success of such cards developed in conjunction with coalition loyalty schemes in other countries.

#### **Indian online marketplace operator selects HDFC for new co-branded credit card**

In India, HDFC Bank has entered into a three-year partnership with Jasper Infotech, which owns and operates online marketplace Snapdeal, to launch a co-branded credit card. The credit card is targeted at customers in smaller towns and cities. The deal is expected to produce significant benefits for Snapdeal as a fairly high proportion of its annual gross merchandise sales



are generated from smaller Indian towns and cities where credit and other payment cards have made limited headway.

### **Russian Standard Bank develops new range of Visa cards with Miles & More**

In Russia, the Miles & More frequent flyer program (owned by Lufthansa) has continued its cooperation with Russian Standard Bank to issue a new range of six co-branded Visa credit cards. These comprise a number of enhanced benefits including the ability to earn miles for day-to-day purchases, access to all privileges generally available to Miles & More loyalty program members, insurance cover related to shopping and travel, and discounts on stays at hotels listed on the Russian Standard Bank tourist portal.

---

### INTERNATIONAL PAYMENTS / REMITTANCES

#### **ICICI Bank links with UAE Exchange for remittances for Indian beneficiaries**

ICICI Bank has tied up with UAE Exchange to offer an instant bank transfer service to Indian citizens resident in the UAE. The so-called 'FLASHremit' service enables customers to conveniently and instantly send rupee-denominated remittances to In-

dian beneficiaries. Customers of ICICI Bank will be able to use this service by visiting any of more than 130 branches of UAE Exchange in the UAE including around 15 located in the Dubai Metro network.

### MOBILE / ONLINE PAYMENTS

#### **Samsung works with major card networks for mobile payments in the US and other markets**

In the US, both MasterCard and Visa have announced that they will work with Samsung for 'Samsung Pay', a mobile payment service that allows cardholders to use a Samsung Galaxy S6 phone for everyday purchases. Specifically, the system will work at both contactless-enabled and most traditional point-of-sale terminals, using Samsung's MST (magnetic secure transmission) and NFC technologies. The scheme will be launched in summer 2015 in the US, although it is planned to extend it over time to other markets.

#### **MasterCard ties with eTranzact International for Nigerian remittances...**

In Nigeria, MasterCard and eTranzact International, a pan-African mobile banking and payment services company, have announced a partnership for

international remittances. The agreement allows transfers into eTranzact mobile money wallets or selected bank accounts in Nigeria through the international transfer hub HomeSend, which is a joint venture of MasterCard with BICS and eServGlobal. According to the partners, the agreement represents a new channel for international remittances from Nigerians living abroad.

According to the World Bank, Nigeria is the largest remittance market in Africa and the fifth-largest in the world, attracting USD 21 billion in remittances in 2014, which contributed 4% to the country's GDP.

#### **... and with Steward Bank in Zimbabwe in a similar context**

Likewise, in Zimbabwe, MasterCard has announced a partnership with Steward Bank whereby it will provide international remittance services for the bank's customers, which number more than 1.5 million. In this case, payments can also be made through HomeSend directly to Steward Bank accounts. In future, a second phase is planned to extend the partnership to Steward Bank's sister company EcoCash (which has over 4 million customers), allowing the latter's mobile money customers to receive international remittances into their mobile money



wallets. These funds would then be accessible using the companion MasterCard debit card linked to the mobile wallet.

### **MasterCard works with four US banks for mobile payment options through Apple Pay**

Also in the US, four banks – namely, BECU, Fifth Third, First Niagara and Huntington National Bank – have introduced mobile payment options through Apple Pay for their MasterCard cardholders. The system allows contactless payments using both iPhones and iPads, and is further supported by MasterCard's 'MasterCard Nearby' app, which identifies organisations close at hand that accept contactless payments.

### **MasterCard combines MasterPass digital payment service with mobile ticketing system**

In Greece, MasterCard has partnered with mobile ticketing company Masabi to provide a new smartphone-based mobile ticketing system that will be introduced on the Athens transit system. The partnership combines Masabi's 'JustRide' ticketing system, introduced in Boston in 2012, with MasterCard's digital payment service MasterPass.

### **MasterCard introduces payment app for Wagamama customers in the UK**

In the UK, MasterCard has linked with pan-Asian restaurant chain Wagamama to allow customers to pay for meals using 'Qkr!', a dedicated mobile phone app. Wagamama, which has 112 restaurants, is the first UK retailer or restaurant to introduce this new app.

### **Visa collaborates with Airtel for mobile money across seven African countries**

Visa and telecoms company Bharti Airtel have announced a partnership to provide mobile payment services in several African countries, namely Gabon, Ghana, Kenya, Madagascar, Rwanda, Seychelles and Tanzania. Under the terms of the deal, Airtel's existing mobile money service will allow payments wherever Visa is accepted, and customers will be able to withdraw money and make payments from their Airtel Money account using a companion Airtel Money Visa payment card. The services are being launched first in Kenya and will extend elsewhere later in 2015.

### **Visa Europe expands Visa Direct peer-to-peer payments service...**

Meanwhile, Visa Europe has announced an expansion of its

peer-to-peer mobile payment service, with the Visa Direct facility (formerly known as Visa Personal Payments) allowing customers of European banks that issue Visa cards to transfer money using mobile phone or Visa card numbers. The expanded service will be available in 20 languages and will support multiple currencies. According to Visa Europe, the existing service has accumulated more than 200,000 users who have utilised it for expenditure of around EUR 43 million since launch in March 2013.

### **... aided by new partnership with fastacash allowing payments via social networks**

In addition, a new partnership with Singapore-based fastacash will allow Visa Direct users to send peer-to-peer payments via social networks such as Facebook, LinkedIn, Twitter and WhatsApp. It is anticipated that the partnership will enhance Visa Direct's peer-to-peer domestic and international money transfer service helping to bridge the gap between consumers wanting to use social media to transfer money, and banks and payment service providers.

In order to send peer-to-peer payments using Visa Direct, consumers need to use the mobile app or other user interface provided by their bank. Then, they enter the amount of money



they wish to send, select the channel via which to send it which can be either direct to a mobile number or, in future with fastacash, via a social channel. All that is required for the sender is to choose the channel and the contact they wish to send money to, who will then receive the payment notification.

### **Ecobank forms pan-African mobile payment partnerships with MTN and Orange**

Pan-African bank Ecobank has partnered with MTN with the aim of improving access to mobile financial services in Africa. Under the terms of the agreement, users of MTN's 'Mobile Money' service who are also Ecobank customers, will be able to withdraw cash from the bank's ATMs using their mobile phones. Customers will also be able to transfer money between 'Mobile Money' and Ecobank accounts. The service has been piloted first in Ghana and is due to be rolled out in a total of 12 Africa countries in which Ecobank is active.

In addition, Ecobank has also struck a deal with Orange that will enable the bank's customers to transfer money between accounts using their mobile phones. Already live in Mali, and due to arrive subsequently in Cameroon, Côte d'Ivoire, the Democratic Republic of the Congo, Guinea, Niger and Sene-

gal, the service lets users top up their Orange Money e-wallet from their bank account and vice versa. Orange has built up a substantial base of more than 12 million mobile money customers in 13 African countries, offering fund transfers, bill payment and, in some markets, savings and insurance products.

### **Synchrony Bank allows cardholders to use 'Samsung Pay' mobile wallet app**

Returning to the US, Synchrony Bank has disclosed that it will be possible to use all of its private-label credit cards, including 11.4 million active accounts accepted at more than 300,000 locations, via the 'Samsung Pay' mobile wallet app. Like other similar apps 'Samsung Pay' is locked by PIN and password. All Synchrony Bank private-label card accounts in the app will be device-specific and domain-restricted tokens, meaning they will only work in the merchant's store, providing additional security.

### **3 extends direct carrier billing service with Boku in Hong Kong**

In Hong Kong, mobile payments provider Boku has teamed up with mobile operator brand 3 to allow subscribers to make purchases on their mobile devices using their phone numbers. At checkout, users choose the items that they want to pur-

chase, enter their phone number and confirm the purchase via text, with items then billed to their mobile accounts.

### **Maybank launches portable point-of-sale payment device in conjunction with Maxis Berhad**

In Malaysia, Maybank has partnered with telecoms company Maxis Berhad to launch Maybank mPOS, a portable device that allows merchants to accept card payments online. Linked to Maxis Berhad's network, it requires merchants to insert the card reader into the audio port of their mobile device to activate the card payment function on their portable handset. The new facility is expected to attract 4,000 new merchants within its first year of operation.

### **BGL BNP Paribas launches mobile payment solution in partnership with Digicash Payments**

In Luxembourg, BGL BNP Paribas has launched a mobile payment solution developed by Digicash Payments, namely an app that is downloadable at no charge from App Store and Google Play. This enables clients to make payments easily and securely from their smartphones either online or in partner stores. Payments are then debited directly from their bank accounts without the need to





store sensitive information on a phone.

### **PayPoint works with UNIQA to facilitate payments of insurance premiums in Romania**

In Romania, insurance company UNIQA has established an agreement with PayPoint to enable its customers to pay their insurance premiums at any of over 8,500 outlets across the country with a PayPoint payment terminal. PayPoint is a UK-based specialist payments company, processing consumer payments across a wide variety of markets through its retail networks, online and mobile phone channels.

### **Drillisch prepares to launch Wirecard mobile payment service**

In Germany, independent telecoms firm Drillisch has agreed to begin offering Wirecard's 'boon' mobile payment service, which will be launched in summer 2015. The service will be marketed by the etelon and yourfone brands operated by Drillisch, which has more than 2 million customers.

### **PAYMENT CARD ISSUANCE AND ACCEPTANCE**

#### **JCB links with Asia Commercial Bank for new debit and credit cards in Vietnam**

In Vietnam, JCB has tied with Asia Commercial Bank to introduce both debit and credit cards. Debit cards can be issued on a near-instantaneous basis and comprise free ATM assault and theft insurance cover plus privileges at selected merchants and JCB Plaza. There is no annual fee during the first year and a cashback facility is available for the first few transactions made with the card. Globally, the JCB acceptance network comprises approximately 28 million merchants and over 1 million ATMs across around 190 countries.

### **RETAILER CARDS**

#### **Alliance Data renews private-label credit card partnership with FULLBEAUTY Brands**

In the US, Alliance Data's retail services arm has signed a long-term renewal agreement to continue offering private-label credit card services for FULLBEAUTY Brands, a fashion line for plus-sized male and female customers that is based in New York and that includes seven separate brands including Roaman's, swimsuitsforall, Jes-

sica London and Woman Within. This renewal encompasses the development of an integrated rewards program that offers points for every dollar spent which can then be redeemed in the form of rewards certificates.

#### **Costco terminates co-branding and merchant acceptance partnership with American Express**

Also in the US, American Express has announced that its co-branding and merchant acceptance agreements with Costco will terminate at the end of March 2016. The two companies have held discussions on renewing the existing contract but have agreed to not extend it further.

# Global Affinity *Finance Club*

## *Organisations in this issue*

3, 16  
AA, 8  
Ageas, 9  
Airtel, 15  
Alliance Data, 13, 17  
Allianz, 7  
Ally Financial, 12  
Alptis Assurances, 6  
American Express, 12, 13, 17  
Antarius, 10  
Apple, 15  
ARAG, 9  
Asia Commercial Bank, 17  
AT&T, 13  
AXA Assistance, 8  
Banco de Crédito Cooperativo, 12  
BBVA Compass, 12  
BECU, 15  
Best Doctors, 6  
BGL BNP Paribas, 16  
Bike Partner, 8  
BNP Paribas Personal Finance, 12  
Boku, 16  
Botswana Public Employees Union, 9  
Capital One, 13  
Chaucer, 6  
Cigna, 6, 8  
CIMB Insurance Brokers, 11  
Citibank, 10  
CNP Assurances, 6, 11  
Collinson Group, 5  
Columbus Direct, 6  
CompareNow, 6  
Costco, 7, 17  
CoverCloud, 7  
CoverHound, 6  
Crédit Agricole, 12  
Deutsche Bahn, 9  
Digicash Payments, 16  
Direct Energy, 13  
Drillisch, 17  
Ecobank, 16  
EDF Energy, 5  
Ergovisão, 7  
ERV, 9  
eTranzact International, 14  
ExxonMobil, 13  
fastacash, 15  
Fiat Chrysler, 12  
Fifth Third, 15  
First Niagara, 15  
Friends Life, 6  
FULLBEAUTY Brands, 17  
Geely, 12  
Generali, 10  
Genworth Financial, 10  
GM, 12, 13  
Google, 6  
Gras Savoye, 9  
Groupe BPCE, 11  
HDFC Bank, 13  
Helvetia, 10  
Hollard, 5, 9  
Horizon, 9  
Howden Broking Group, 11  
Hulu, 13  
Huntington National Bank, 15  
ICICI Bank, 14  
Jasper Infotech, 13  
JCB, 17  
Lloyd's of London, 6  
Lufthansa, 8, 14  
LV=, 5  
Lyft, 7  
Macy's, 13  
MAPFRE, 5, 7, 8  
Masabi, 15  
MasterCard, 14, 15  
Maxis Berhad, 16  
Maybank, 16  
Mercury Insurance, 6  
MetLife, 6, 7  
MTN, 16  
Nationale Suisse, 8  
Nationwide, 13  
Orange, 16  
PayPoint, 17  
PPF Group, 10  
RAC, 10  
Raiffeisen, 10  
Red Roof Inn, 13  
Rite Aid, 13  
Russian Standard Bank, 14  
Samsung, 14, 16  
Scott Sports, 8  
SKI 360, 9  
Société Générale, 10  
Solid Försäkringar, 8, 10  
Sparbankernas Kort, 10  
Steadfast, 5  
Sterling Pet Solutions, 7  
Steward Bank, 14  
Sun Life, 9  
Synchrony Bank, 16  
Tachodisc, 10  
Tata AIA Life, 10  
Teachers Assurance, 5  
TeamSportia, 8  
Tokio Marine, 5  
UAE Exchange, 14  
UNIQA, 17  
Unitywater, 5  
Vartex, 8  
Verex Group, 7  
Virgin Money, 9  
Visa, 14, 15  
Wagamama, 15  
Wirecard, 17



**Finaccord's latest published reports include:**

- \* Automotive Finance and Leasing in the Asia-Pacific Region  
GBP 1,995
- \* Bancassurance in China: Life, Non-Life and Creditor Insurance  
GBP 995
- \* Commercial Non-Life Insurance Brokers in Brazil  
GBP 795
- \* Commercial Non-Life Insurance Brokers in Canada  
GBP 795
- \* Commercial Non-Life Insurance Brokers in China  
GBP 795
- \* Commercial Non-Life Insurance Brokers in South Africa  
GBP 795
- \* Creditor Insurance in the Asia-Pacific Region  
GBP 2,995
- \* Creditor Insurance in Canada  
GBP 595
- \* D&O Insurance in Europe  
GBP 2,995
- \* D&O Insurance in Germany  
GBP 595
- \* D&O Insurance in the UK  
GBP 595
- \* Extended Warranties for New and Used Cars in the Asia-Pacific Region  
GBP 1,995
- \* Extended Warranties for New and Used Cars in Latin America  
GBP 1,495
- \* Global Mobile Operators: Strategies in Insurance and Assistance  
GBP 1,995
- \* Global Mobile Operators: Strategies in Payments and Banking  
GBP 1,995
- \* Global Mobile Operators: Strategies in Payments, Banking, Insurance and Assistance  
GBP 2,995
- \* Manufacturer-Branded and Dealer-Intermediated Motor Insurance and Road Assistance in the Asia-Pacific Region  
GBP 1,995
- \* Road Assistance in Major Global Markets  
GBP 2,995
- \* Trade Credit Insurance in Major Global Markets  
GBP 2,995
- \* Travel Insurance and Assistance in France  
GBP 795
- \* Travel Insurance and Assistance in Germany  
GBP 795
- \* Travel Insurance and Assistance in Italy  
GBP 795
- \* Warranty Metrics: Consumer Approaches to Extended Warranties for White, Brown and Grey Goods in Selected Global Markets  
GBP 3,995

# Global Affinity *Finance Club*

## About GAFC

The Global Affinity Finance Club is Finaccord's quarterly newsletter about affinity financial services worldwide. Through this, Finaccord publishes high-level information about key strategic developments in affinity and partnership marketing of financial services around the world, segmented between affinity insurance news, bancassurance news and affinity banking news.

This service differs from that provided by other research companies because its focus is genuinely global, often translating news that only appears in languages other than English. In addition, it concentrates exclusively on affinity and partnership marketing strategy. Affinity and partnership marketing strategy is an important component of general distribution strategy for a majority of large banks and insurance companies serving consumers and small businesses, as successful partnerships potentially allow them to access groups of customers that they cannot always reach by themselves.

If you would like to join Finaccord's Global Affinity Finance Club, contact us by telephone or send us an email to [info@finaccord.com](mailto:info@finaccord.com). Thereafter, each quarter, we will send you a link to the page of our website with fresh news and future editions of this document.

## About Finaccord

Finaccord is a leading market research, publishing and consulting company specializing in financial services. We provide our clients with insight with a particular focus on marketing and distribution strategies, including affinity and partnership marketing.

Our areas of expertise include: affinity and partnership marketing; automotive financial services; bancassurance; commercial non-life insurance brokers; consumer intelligence; creditor insurance; distribution channels; extended warranties; home emergency insurance and assistance; insurance and assistance linked to payment cards and bank accounts; mobile gadget and telephone insurance; retailer financial services; road assistance; small business financial services; and travel insurance and assistance.

Our international network of consultants is able to deliver information quickly and accurately across a range of countries worldwide, basing research projects on robust data and knowledge rather than supposition and theory.

© Finaccord Ltd., 2015  
Registered in London No. 4542931  
The Office Farringdon  
24 Greville Street  
London,  
EC1N 8SS

Phone: +44 20 3178 2556  
Fax: +44 20 7198 7902  
Email: [info@finaccord.com](mailto:info@finaccord.com)  
[www.finaccord.com](http://www.finaccord.com)

**LinkedIn** follow us on  
**twitter**

Does your organisation have news about its affinity or partnership marketing relationships that we missed in this newsletter? To produce it, we systematically research over 350 major financial services institutions from around the world each quarter. However, if you would also like us to include your company in this research, please send an e-mail to [info@finaccord.com](mailto:info@finaccord.com) and we will ensure that it is tracked in future quarters.

To access the archive of news from the Global Affinity Finance Club please visit [www.finaccord.com/afi](http://www.finaccord.com/afi)

