



QIWI Visa Virtual Gift Card

1st Processing Bank (JSC)





What is this presentation for

Your company:

- Performs **advertising actions** with prizes and gifts?
- Plans to present **gifts** to your personnel?

Then this information is for you.

Our offer will be interesting for you!





QIWI Visa Virtual Gift Card – is all-purpose gift

How it works:

- Rewarded person receives SMS with Visa virtual card's requisites:
 - Card number
 - Expiry date
 - CVV2 code
 - Card balance
- He can use these requisites to perform payments in internet.
- QIWI Visa Virtual Gift Card is a Visa Classic Card; it can be used on any websites which accept Visa.
- Payments are guaranteed by Visa.
- Cardholder will get:
 - Free of charge confirmations via SMS for each transaction made by card
 - Technical support via telephone and E-mail
 - Detailed information and answers for frequently asked questions on our site <http://visa.qiwi.ru>





QIWI Visa Virtual main advantages

for wide-ranging advertising actions

- No expenses for order, delivery and distribution of prizes
- Logistics is free of charge, it allows to distribute more prizes
- More customers can win and get a prize
- All-purpose prize: Customer can choose what to buy in internet. Advertising action becomes more attractive for customer.
- Nominal value of a card can be different for different categories of winners





QIWI Visa Virtual main advantages as holiday gift for personnel of your company

- It is a all-purpose gift
- It is an original gift
- No expenses for order, delivery and distribution of gifts
- As opposite to traditional gift cards, QIWI Visa Virtual is not limited by single trading network
- Nominal volume of this gift card can be different for different categories of employers





Do you like this idea?

How to organize

- Agreement between 1st Processing Bank and customer for purchasing QIWI Visa Virtual Gift Card.
- Customer forwards to bank list of telephone numbers and amounts for each gift card (nominal volumes).
- Customer performs a transfer to bank's account. Transfer amount is equal to sum of the nominal volumes of all cards without any additional fees.
- Bank issues QIWI Visa Virtual gift cards and sends card requisites (card number, expiry date, CVV code) to recipient via SMS. The text of SMS can be customized for each distribution. For example text may contain holiday greetings.
- QIWI Visa Virtual also may be produced as real plastic card. Card dimensions may be standard (as traditional plastic card) or optional.
- Cardholder pays for goods or services in internet using gift card. Card can be used during 3 months.





About us

QIWI is leader of Russian instant payments market

- Market share is more than 50%
- Turnover in 2009 was 319 billion rubles
- 3.69 billion transactions in 2009
- 80 million people in a months use QIWI payment services

1st Processing bank (JSC)

- Settlement bank of QIWI payment system
- Member of VISA and MasterCard
- Innovative bank with a range of unique products
- Guarantee of payments

QIWI Visa Virtual Gift Card

- B2B product, based on another successful B2C product «QIWI Visa Virtual». During last year 550 000 QIWI Visa Virtual were issued.
- Unique experience of customer support. Knowledge database for virtual cards in internet: <http://visa.qiwi.ru>.





процессинговый
банк

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