



## IDEMIA supplies Boursorama Banque high-end **ULTIM METAL** payment cards

Boursorama Banque is launching IDEMIA-supplied **ULTIM METAL** cards, which round off the bank's card offering – enhancing a comprehensive range that includes **WELCOME** and **ULTIM** cards to address all major customer segments.

# PAYMENT

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Buoyed by the popularity of **ULTIM** cards, Boursorama Banque is launching IDEMIA-supplied **ULTIM METAL** cards, which round off the bank's card offering.



Known as one of the more affordable bank for the last 12 years in a row, we are rounding off our card range with **ULTIM METAL**, which targets customers seeking upmarket user-friendly cards that come with countless benefits including generous insurance and warranty coverage and are economically-friendly. Our new card meets the needs of our current and future premium customers, and will help us achieve our 4 million-plus customers goal by 2023.

Benoit Grisoni, CEO of Boursorama Banque

**ULTIM METAL** is an all-inclusive upmarket offer at an unbeatable price that lets cardholders carry out common bank transactions, offers expert cash management assistance covering comprehensive budgeting and investment advice, and is climate-friendly – including internet and zero-carbon banking as per Boursorama 2022 CSR pledges – given that the new card is 75 percent made from recycled and recyclable metal.

Choosing a high-end **metal card** with sleek and **secure design** – no details on card front, all details (name, quick read card number, etc.) on the back – enhances a comprehensive range that includes **WELCOME** and **ULTIM** cards.



We're thrilled to support Boursorama so they can add to their **ULTIM** card offering. **ULTIM METAL** completes their currently marketed and highly sought-after card range. Boursorama is the very first French card issuer to offer metal cards to private customers. **ULTIM METAL** brings them closer to their cardholders and will help them stand out on the market.

Amanda Gourbault, Executive Vice President, Financial Institutions, IDEMIA