



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 Goubault, Executive Vice President, Financial Institutions, IDEMIA