

METAL CARD PORTFOLIO

FOR ALL CONSUMER SEGMENTS



IDEMIA
SECURE
TRANSACTIONS

Metal cards taking payments to a higher level

Metal cards, the ultimate premium product in banking, appeal to consumers seeking exclusivity and luxury. These distinct cards are more than just payment tools; they've evolved into fashion accessories that reflect users' lifestyles and values, while also serving as valuable marketing assets for banks to strengthen customer connections.

Traditionally offered by conventional banks, metal cards have evolved into a potent branding tool for FinTechs and Neobanks to capture the attention of the Millennial consumer segment.

As a result, metal cards are popular among both High-Net-Worth clients and the mass affluent, in both high-income and developing countries.

IDEMIA's metal card range empowers card issuers to attract a wide customer base. Crafted from exceptional materials, these cards offer distinctive visual and tactile effects, as well as a satisfying "clunk" sound when placed on a counter to pay. These contemporary metal cards, infused with state-of-the-art technology, give life to innovative graphic designs, fusing plastic printing with high-definition metal features. With expertise in the latest metal card manufacturing advancements, IDEMIA employs various graphic techniques to craft unique visual contrasts, intricate metal embellishments, and precise laser-edged personalization.

Upper end of the mass market segment

PRIME

A unique blend

enabling a heavy card at a moderate price point

Structure

- › Stainless steel and PVC

Front & back

- › Printed PVC attached to metal insert
- › Overlay front and back
- › Matte/satin finish

Weight: **11.5 grams**



Also available:

Prime Reflect - A prime card with a full face foil





Mass affluent segment

SMART METAL ART (SMA)

Changing the graphic rules of metal

allowing very innovative artwork combining printing over plastic and knock-out feature showing the metal layer

Structure

- › Stainless steel metal layer protected by printed PVC face and reverse

Front & back

- › Both sides Dual Interface
- › Satin protective coating
- › Knock-out to metal
- › Optional selective glossy or matte varnish for tactile effect

Weight: **13,5 grams**



Also available:

SMA Reflect - SMA card with a full face foil



Affluent Segment

ULTIMATE METAL ART (UMA)

Premium weight

The heaviest dual interface, fully certified premium card offering in IDEMIA's portfolio, offering versatile design choices.

Structure

Heavy stainless steel and tungsten inlay for maximised weight, protected on the face and reverse with printed PVC layers.

Front & Back

- › Both sides dual interface
- › Protective coating on front with satin, tactile glossy or matte varnish options
- › PVC on front and back
- › Laser engraved personalization



Also available:

UMA Reflect



High Net Worth (HNW) segment

FULL METAL DI

Luxury craftsmanship

redefining the look, feel and sound of the most exclusive cards

Structure

- › Printed stainless steel face with plastic layer reverse

Front & back

- › Both sides Dual Interface
- › Optional tactile feel
- › Knock-out to metal
- › Mechanical engraving

Weight: 21 grams

Mechanical engraving



Printed design

Laser engraving personalization

Also available:

Echo Mirror Black



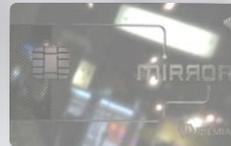
Weight: 20 grams

Echo Mirror Gold



Weight: 20 grams

Echo Mirror Silver



Weight: 20 grams

Metal hybrid



Weight: 16 grams



83%

of consumers would like to have a metal card if their bank offered it

73%

of consumers would perceive their bank more positively if it offered a metal card.

72%

of consumers would care about the design of their card

Source: Independent global consumer survey conducted by Dentsu Insights, 2024

