



EURO ALLIANCE
OF PAYMENT SCHEMES

“...the Eurosystem appreciates the work being done by the Euro Alliance of Payment Schemes to establish interoperability between the participating card schemes. This work can be seen as the first step towards a consolidation of card schemes, leading to a European card scheme.” *

* Gertrude Tumpel-Gugerell, Member of the Executive Board of the European Central Bank, Colloquium “Création du SEPA : quels avantages pour la France ?”, Sénat français, Palais du Luxembourg, Paris, 13 February 2007.

The Euro Alliance of Payment Schemes project is an initiative by leading European debit schemes:

Bancomat, PagoBancomat
Italy

electronic cash
Germany

EUFISERV
Belgium

EURO 6000
Spain

LINK
United Kingdom

Multibanco
Portugal



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OF PAYMENT SCHEMES

The
Payment
Card
Solution
for SEPA



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Reasons for joining the Euro Alliance of Payment Schemes (EAPS)

■ Minimise the cost and impact of SEPA compliance

The EAPS is the realisation of Option 2 of the SEPA Cards framework, providing SEPA compliance for participating banks through an alliance of their SEPA compliant schemes. The EAPS facilitates national schemes and banks providing specialised services targeted at their specific markets, to the benefit of both cardholders and merchants. The EAPS acts only in the inter-scheme space and does not interfere with the operation of the participating schemes.

■ Increase profitability

The EAPS builds on existing technical

infrastructures to support SEPA-payments, minimising costs, leveraging national economies of scale and increasing overall efficiency. For non-Euro transactions, the EAPS enables banks to undertake foreign exchange on card transactions, generating margin revenue and providing competitive opportunities.

■ Ensure European governance

The EAPS brings together existing European schemes governed by European banks. The EAPS is totally committed to serving the European card payments market. The EAPS retains the association model of European payment schemes and acts on a not-for-profit basis.

■ Increase market competition

The EAPS provides banks with another option for pan-European card payments, helping to create choice and sustain competitive pressure on service providers. The EAPS improves options for market segmentation, permitting banks to limit co-branding with an International Scheme to the small

market segment travelling outside the SEPA region. There is no restriction on co-branding the EAPS with other schemes. Banks are free to construct card business models that suit their business strategy and customer demands. The EAPS fully endorses the complete separation of scheme and processing. The EAPS does not offer any form of processing.

■ Increase card acceptance

All participating cards will be accepted by all Euro Alliance of Payment Schemes acquirers (Point of Sale and ATM), improving the issuer and acquirer business opportunity. The EAPS increases card acceptance, making card payments and cash withdrawals possible at more Points of Sale and ATMs in EAPS member countries than is currently possible through other alternatives.

■ Make pan-European acquiring a reality

Participating acquirers can automatically acquire all participating cards in all participating countries.

Principles of the Euro Alliance of Payment Schemes (EAPS)

- Participation in EAPS is open to any SEPA-compliant scheme.
- EAPS acts at the inter-scheme level only and does not impact the operation of the participating schemes.
- Schemes can participate as issuers only – acquirers only – Point of Sale only – ATM only – or any combination thereof.
- Cards of all participating issuers are accepted at all participating acquiring scheme terminals.
- Optional EAPS scheme branding on cards – acceptance at all terminals of participating national schemes, with an EAPS logo available for display on participating terminals.
- No restriction on co-branding with other schemes.
- Bi-laterally negotiated inter-scheme fees
- The EAPS does not – and will not – provide processing services.

E U R O A L L I A N C E O F P A Y M E N T S C H E M E S

