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Moscow

MTS, Citibank and MasterCard® Launch Joint Credit Card

It's now possible to make purchases and collect bonuses with the new MTS-Citibank World MasterCard®



OAO Mobile TeleSystems, the largest cellular provider in Russia and CIS, ZAO Citibank, and MasterCard are presenting a new joint credit card called the MTS-Citibank World MasterCard®. This new card combines three loyalty programs, including privileges of Citibank, MTC Bonus, and MasterCard® Premium.

By making purchases within Russia and abroad with MTS-Citibank World MasterCard®, clients will accumulate Bonus Points faster, and will be able to exchange them for free minutes, SMS packages, gift certificates from large retail chains, and other rewards within the framework of the MTS Bonus program.

This credit card, which will be issued under the MasterCard Standard® and premium World MasterCard® programs, can be used for making purchases at retail stores, cash withdrawals worldwide, as well as for online transactions and bill payments. In addition to advantages such as [a grace period](#) and a revolving line of credit up to 600,000 rubles, clients will get up to a 20% discount at stores partnered with Citibank worldwide by using the MTS-Citibank World MasterCard®.

Clients receive the following Welcome Points immediately after the first purchase is made with the MTS-Citibank World MasterCard®: 3000 points for MTS-Citibank World MasterCard Standard and 6000 points for MTS-Citibank World MasterCard. Holders of MTS-Citibank World MasterCard® co-branded cards are also eligible for three additional cards. Bonus points for transactions made with any additional cards will go towards the MTS telephone number associated with the main card.

Michael Gerchuk, Vice President and Chief Commercial Officer at MTS was quoted as saying: "Today, loyalty programs have become strategic instruments which allow our company to build strong and mutually beneficial relationships with our clients. We are continuing to develop a large MTS Bonus loyalty program, where over five million MTS clients already participate; we actively attract partners, which allows us to offer program participants a wide spectrum of possibilities both in mobile communication services and upon visiting banks, restaurants, shopping centers, etc."

Zdenek Turek, President of ZAO Citibank, Head of Citi in Russia and CIS, said: "It's hard to imagine many lives in Russia without mobile communication today, and without banking services as well. In response to our clients' demands, we offer a top standard credit card product which is not just a safe and convenient payment tool, but which will also allow our clients to accumulate Bonus Points and enjoy a wide range of additional benefits. We believe that Citibank's experience with mobile providers throughout the world will help make this project one of the most successful on the market. We are also confident that the partnership between three such renowned brands will benefit our shared customers."

"Co-branding initiatives with mobile providers are considered to be one of the most popular products with consumers worldwide. "If you compare the number of subscribers of cellular networks with the number of payment cardholders in Russia, you can easily see the potential of such projects" notes Ilya Riaby, Head of the Russian Representative Office of MasterCard Europe.

The program participant gets one Bonus Point for every 30 rubles spent with either the main or supplementary cards. The points can be accumulated on the card holder's own phone number or on any other MTS client's number. Also, MTS issues one Bonus Point for every 5 rubles spent on MTS services as part of the MTS Bonus program.

The application form for MTS-Citibank World MasterCard® can be completed at a number of MTS outlets, at

Citibank's locations in shopping centers, at Citibank branches in Russia, and also online on the Citibank website. The bank commits to review applications within three business days and if approved, after the card is received by the client, the subscriber's mobile number gets enrolled by the bank into the MTS Bonus1 program within seven business days.

The number of Bonus Points is calculated based on the amount spent with the MTS-Citibank card; the points are added within ten business days from statement issue date.

Bonus Points for MTS services are issued between the 20th and 25th of each month. The number of Bonus Points for the current month is calculated based on the amount spent on MTS services during last month.