



e-LinX

NEWSLETTER

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E-linx is the e-newsletter for The CardLinX Association. For more information or to subscribe go to www.cardlinx.org or email info@cardlinx.org.

In This Issue

- [1. CardLinX Expands Asia Focus with Tokyo Forum](#)
- [2. Mastercard and Thanks Again Bring Airport Rewards to the Indian Market](#)
- [3. Rakuten/Ebates Announces New In-Store Cash Back Program With Over 26 National Merchants](#)

CardLinX Expands Asia Focus with Tokyo Forum

CardLinX membership is growing rapidly in Asia as evidenced by new members including Sumitomo Mitsui Card, Samsung Card, Rakuten/Ebates and SK Group. After our standing "room only" Asia Forum in Seoul, South Korea, CardLinX is announcing our Asia Internet & Mobile Commerce Forum in Tokyo, Japan on February 7, 2017. With its technology embracing consumers, Asia is experiencing accelerating growth in card-linking. The forum will accelerate collaboration among digital commerce innovators to foster cross-industry partnerships and create global industry standards for our evolving industry.

[Read the press release and register here](#)



Mastercard and Thanks Again Bring Airport Rewards to the Indian Market



CardLinX members Mastercard and Thanks Again team up to bring a unique consumer rewards program to the Indian market. Through Thanks Again, outbound Indian travelers to North America will earn additional Mastercard merchant funded reward points when they shop at more than 100 North American airports. India is one of the world's fastest growing air passenger markets and is expected to overtake the U.K. as the third-largest air passenger market by 2026. [<Read more>](#)

CardLinX Insight: Innovative partnerships between networks and loyalty platforms like Thanks Again are booming in the US and abroad. This deal between two CardLinX member companies showcases the innovative collaboration fostered by The CardLinX Association.

Rakuten/Ebates Announces New In-Store Cash Back Program With Over 26 National Merchants

Ebates, a subsidiary of the global internet services company Rakuten, launched a new in-store cash back program in the US. By linking a credit or debit card number to their Ebates account, members can now earn cash back offline at retail stores, restaurants and other locations. Ebates gives consumers cash back on purchases while also providing access to thousands of coupons, discounts, promotions and special deals, including free shipping, at over 2,000 retailers. [<Read more>](#)



CardLinX Insight: CardLinX member Ebates is part of Rakuten, a multinational company headquartered in Japan. Rakuten's resources combined with Ebates digital marketing savvy in the United States has a resulted in a great new offering for consumers. What is noteworthy from the Ebates launch, is the high quality of participating merchants. These include Gap, Office Depot and 24 other top-notch brands.

CardLinX Now | Join Mastercard, Rakuten, Discover, Fint Data and others at the Internet of Commerce Things Forum (IoCT) San Francisco, CA -- October 13, 2016 [Register Now](#)