

CardLinx Announces New Members Including Sumitomo Mitsui Card, Mitsubishi UFJ, DNP and T Point

New Asia Forum on February 7th in Tokyo, Japan

SAN FRANCISCO — Dec. X, 2016 — The CardLinx Association (“CardLinx”), the leading global association for online-to-offline commerce and card-linking today announces its newest members: Sumitomo Mitsui Card, Mitsubishi UFJ NICOS, DNP and T Point. These companies join existing members including Rakuten, Samsung Card, Facebook, Microsoft, Mastercard, American Express, and SK Group among others. Additionally, the Association announces its Asia Internet & Mobile Commerce Forum on February 7, 2017 in Tokyo, Japan.
<http://bit.ly/CLXap17>

Card-linking is the leading online-to-offline digital commerce technology. Card-linking enables consumers to receive a real-time discount or loyalty benefit when using a payment card that has been linked to an offer. No paper coupons, promotion codes or loyalty cards are necessary. According to the 2016 CardLinx Annual Card-Linking Survey, US card-linking transactions have grown by at least 50% in the last 12 months; similar growth is projected for Asian consumers. Research conducted by the Nomura Research Institute of Japan shows increases of up to 40% in transaction volume resulting from card-linked programs.

“Our rapidly growing membership in Japan and Asia demonstrates the effectiveness of card-linking to drive customer acquisition and loyalty for merchants,” said Silvio Tavares, CardLinx President and CEO. “Tokyo is a natural location for our CardLinx Asia Forum. It is clear that the Japanese market has embraced card-linking and this will drive widespread consumer adoption.”

The Asia Internet & Mobile Commerce Forum will bring together senior executives from card-linking innovators from across Asia, North America and Europe to discuss industry trends, foster cross-industry partnerships and collaboration on standards. Keynote speakers include executives from Sumitomo Mitsui Card, MasterCard, Samsung Card, Rakuten, DNP and FIS. The conference will include representatives of the largest banks, digital commerce platforms, global payment networks, payment processors, card-linking technology companies and multi-national merchants including: JCB, AEON,

Discover, Hilton Worldwide, Airbnb, DNP and Orico.

About The CardLinx Association

The mission of the non-profit CardLinx Association is to increase interoperability and promote the growth of online to offline commerce and card-linking. On behalf of its members, the Association develops and institutes common standards and industry services to minimize and eliminate friction in the sourcing, serving, publishing, redeeming, and cross syndicating of card-linked offers and loyalty programs. Founding members of the CardLinx Association include Microsoft Corp., Mastercard, Discover, Facebook and First Data Corp. Visit our website for more information: www.cardlinx.org

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