



Crypto.com's Visa Card stands out from the crowd with metal

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## Banking & Payment Services

### Eye-catching options

With blockchain and cryptocurrency grabbing the headlines in recent years, it has become more and more important for players in the financial sector to stand out from the crowd. But how do you successfully differentiate yourself from your competitors in an increasingly saturated marketplace? And what can you do to be the best? **Thales is enabling new client Foris to lead the way by providing card and personalization products and services** to ensure the fintech firm is ready to go live with a hugely successful and eye-catching payment offering.

### Functional – and beautiful

Hong Kong-based Foris is harnessing the power of blockchain to build innovative consumer apps. As the company behind the Crypto.com's platform, it is bringing cryptocurrency to the mass market with the Crypto.com's Visa Card and wallet app, offering benefits such as great savings on interbank exchange rates and up to 2% cryptocurrency cashback on all purchases.

The company was looking for a high-end card product to differentiate itself from the multitude of similar offerings being rolled out by other blockchain fintechs. It wanted to be the first fintech to offer premium products on a large scale. It was also keen to boost its market share through customer acquisition. Plus, it wanted to increase customer loyalty and retention with an attractive card that would attract consumers' attention. Another must-have was a partner that could deliver the card to a tight deadline of a 2018 launch.

When Foris evaluated card companies that could meet its exacting requirements, Thales was streets ahead of the competition.



Thales's experts are now working to ensure that the company has a product that is ready on time and on budget by providing innovative card bodies, including high-end metal cards for the Crypto.com's Visa Platinum prepaid range. Thales is also providing EMV payment cards and personalization services, which include 100,000 Dual Interface Veneer Metal cards powered by its Zen technology; 400,000 Bluecore silver foil dual interface PVC cards; professional services to manage the personalization project from integration with the processor to go live; and state-of-the-art personalization bureau services to support the global reach to end customers.

"By partnering with Thales, we have been able to produce a highly functional yet beautiful product that users can be proud to use and display at the top of their wallets as their go-to card," says Kris Marszalek, co-founder and CEO of Foris.



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"Financial Institutions around the world are increasingly investing in innovative card bodies to promote their services," says Michael Au, senior vice president of Banking & Payment Asia, Thales. "Metal cards are strongly associated with top-of-the-line, high-value services."

### Something for every customer

The Crypto.com's Visa Card portfolio, ranges from the classic plastic Midnight Blue Visa card, to the Limited Edition Visa Platinum card which is manufactured by our partner CompoSecure, beautifully crafted in metal composite with a matte finish and available in Ruby Steel, Jade Green, Royal Indigo, Icy White and Obsidian Black designs. The cards have high-end security features to give users peace of mind as they make transactions around the globe. The near-field communication (NFC) tap-and-pay functionality also makes them more flexible and convenient, and ensures a faster and smoother payment experience.

Thanks to their market-leading features and design, these cards are well positioned as premium products for high-net-worth customers.