

Introducing PURE, a EMV white label offer for domestic schemes and private label cards network

More than 90% of all cards payment transactions in most countries are domestic, and domestic payment schemes have long been the preferred solution for such in-country payments. National schemes are increasingly looking for solutions to maximize transactions, explore new payments solutions while keeping control and full governance on their local payment eco-system.

PURE, an interoperable and fully EMV compliant white-label payment application from Thales, can help put these domestic schemes in control, even when expanding to contactless and mobile. Read on to find out how.



PURE offers a full suite of specifications and related products, solutions and issuance services for domestic schemes, issuers and private labels.

Domestic payment schemes are often a better alternative to international schemes due to lower cost, better local innovation and governance benefits for local transactions. Private networks (such as fuel retailers) meanwhile need solutions like PURE to create a more compelling multi-channel customer proposition.

Specifications & Software	Product, Solutions and Services
PURE contact and contactless specifications	PURE contact and contactless cards
PURE mobile NFC specifications (e.g. SE, HCE and SIM)	New form factors (e.g. stickers & wearables)
PURE contactless terminal kernel	Mobile application
Security and functional test plans	Personalization services
Consulting services by EMV experts	Issuance solutions
	Tokenization & cloud based payment platform for mobile payment

PURE benefits

Future-proof Payment application for prepaid, debit, credit, and ATM transactions Enabling contact, contactless and mobile payment	Fully compliant with EMV standards For security and interoperability with EMV terminals	Brand independent solution Business model autonomy and control over the customer experience
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Why PURE?

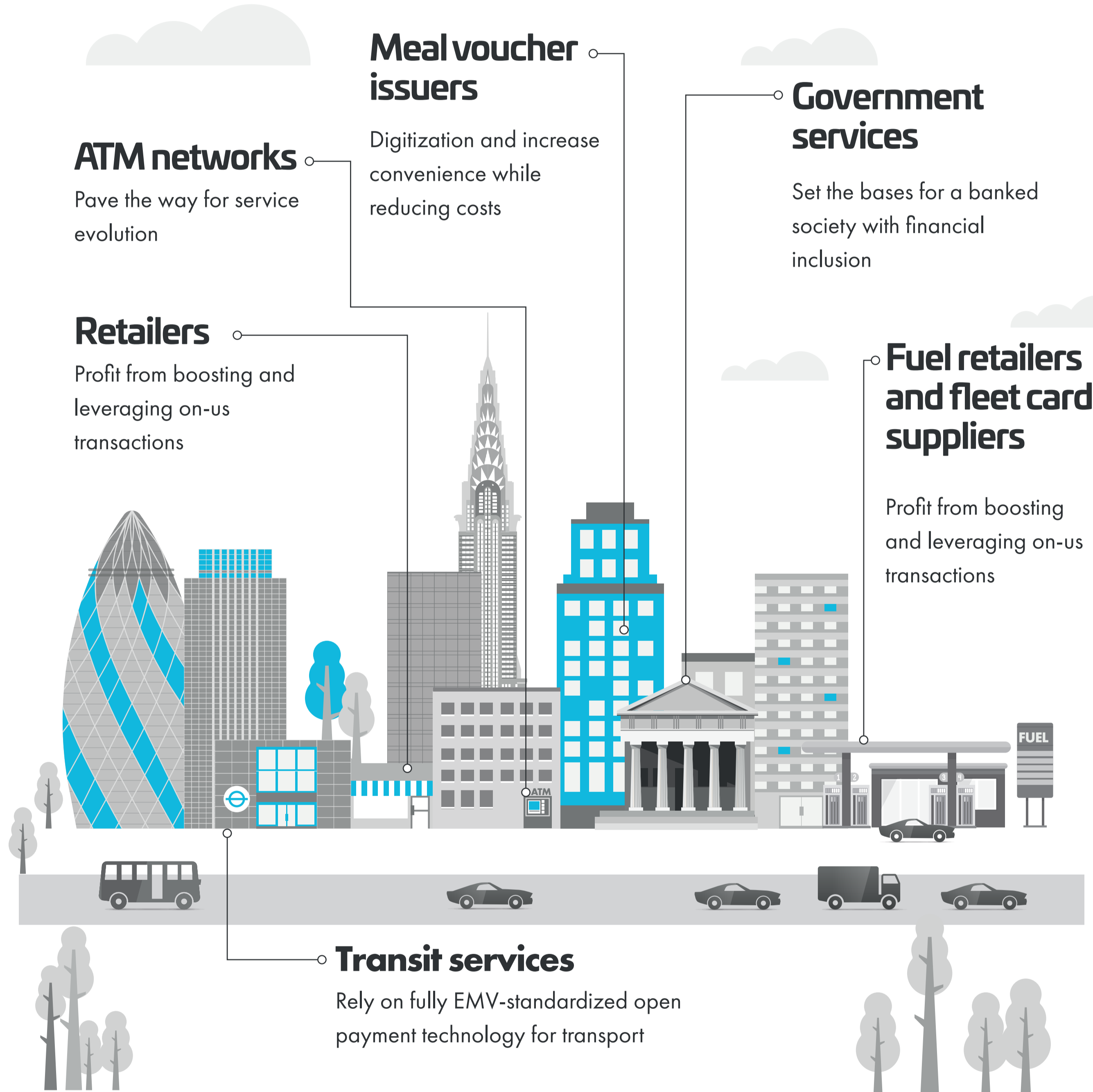
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PURE is a white-label EMV application that's fully compliant for contact, contactless and mobile payments. PURE offers all the technical and commercial benefits to grant Domestic Schemes and Private Networks the most comprehensive multi-channel payment solution.

90% of all payment transactions are domestic	Domestic schemes growth is 5 times bigger than other schemes
Top 3 POS terminal vendors support PURE kernel	PURE app distributed by top 4 cards vendors
20 Global Banks are currently issuing PURE cards	60 Local issuers support PURE

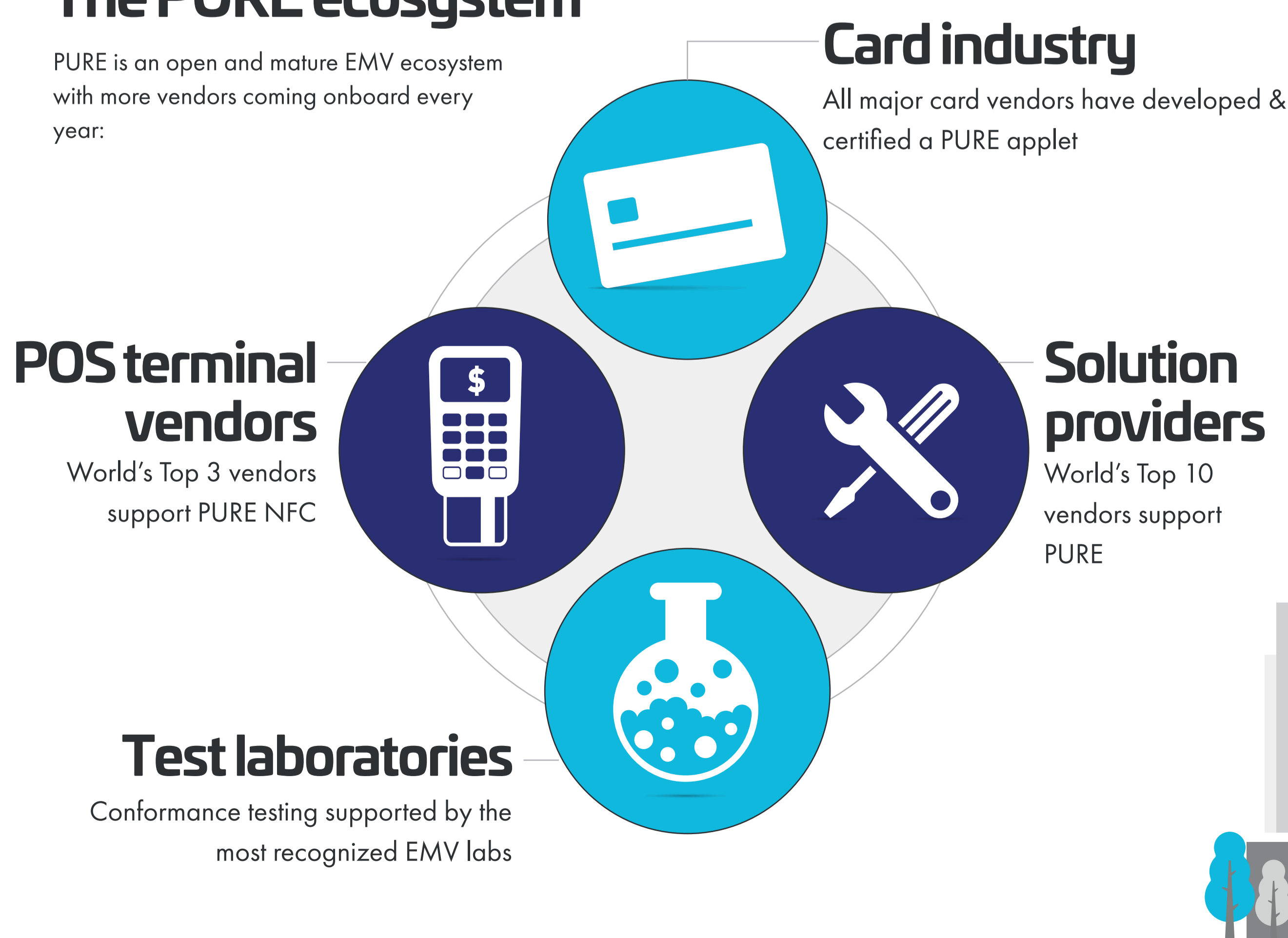
For private label card, PURE is a unique solution for secure and scalable private payment networks that is quick to deploy and enables innovative, advanced modes of payment.

With PURE, private labels get immediate access to contact EMV, contactless EMV and mobile EMV, opening up all of these use cases and more:



The PURE ecosystem

PURE is an open and mature EMV ecosystem with more vendors coming onboard every year:



PURE in action

