

# EXECUTIVE REPORT

## The Prepaid Cards Phenomenon

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### Overview:

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Both anecdotal evidence and recent research confirm that the dynamic growth of the global prepaid card sector is set to continue, despite the difficulties being experienced in other parts of the banking industry. Indeed, many of the prepaid applications will do much to assist the development of both valuable new sources of income and process improvements.

This executive report reviews the extensive range of open loop and closed loop prepaid card applications and identifies examples of many that have already proven their ability to deliver major benefits for consumers, business and government. The report also discusses key issues that remain to be resolved at industry level, and looks at how the sector is gearing up to promote greater cooperation and best practice.

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