



Uniquely Yours

JOIN OUR 43 MILLION MERCHANT COMMUNITY AND BEGIN TO UNLOCK GLOBAL BUSINESS OPPORTUNITIES

Here's how you can start accepting JCB Cards by becoming a Merchant Partner:

1) CONTACT YOUR ACQUIRER* TO BEGIN TO ENABLE JCB PAYMENTS

*(THE PAYMENTS ORGANISATION THAT PROCESSES YOUR PAYMENTS)

- ✓ Reach out to your acquirer and express your interest in becoming a **JCB MERCHANT** partner. You can usually find the contact information on the payments information pack you received from them when you signed up.
- ✓ Once you've been able to contact them, ask them to enable **JCB PAYMENTS** to your POS (point-of-sale) device. This set up is done for free and is easy to do, without disruption to you.
- ✓ Like all other payment providers, there will be a processing fee that can be explained in more depth by your acquirer.
- ✓ The fee is highly competitive for international tourists.
- ✓ For more support on navigating the complexities of payments, compliance or enabling JCB.
- ✓ **Please email: marketing@jcbeurope.eu**

2) WHAT VALUE CAN THE JCB SME ACCOUNT MANAGEMENT TEAM BRING TO YOUR ORGANISATION?

- ✓ Our **COMMERCIAL TEAMS** have a wealth of expertise and payments knowledge. They will happily work with you to build a successful business by targeting **JCB's 154 MILLION CARDMEMBERS**.
 - *The team can support with building sales promotion activities for you, by giving access to segment and cardmember insight, plus access to global marketing channels.*
 - *Providing you with useful case studies, JCB logo material, access to an insight's hub, amongst other things*
 - *Building new customer and revenue bases.*

*Data: as of Mar 2023



Uniquely Yours

UNLOCK YOUR BUSINESS GROWTH POTENTIAL AND TAP INTO A WORLD OF BENEFITS BY SHOWING THE JCB LOGO

Showing that you accept JCB Card payments can offer several benefits for **YOUR** business.

Benefit of SHOWING you accept JCB payments

1

Opening the doors to new customers



JCB is a major global payments brand and a leading credit card issuer and acquirer in Japan, but it also has a significant presence globally. By accepting JCB Card payments, businesses can attract and cater to a broader customer base, including many Asian tourists and individuals who prefer using JCB Cards when travelling abroad.

2

Tap into the Asian market



JCB has strong market penetration in Asia, particularly in Japan, China, Thailand, Vietnam, South Korea, and Taiwan. Accepting JCB Card payments can help businesses tap into this lucrative market, opening up opportunities to attract and serve Asian customers.

3

Driving Competitive advantage



Offering JCB card payment options can provide a competitive edge, especially in industries that commonly attract international customers, such as travel, hospitality, luxury retail, and e-commerce. Being able to accommodate diverse payment preferences enhances customer satisfaction and can differentiate a business from its competitors.

4

Increased sales and revenue



By accepting JCB Cards, businesses can potentially increase sales and revenue. Customers who prefer to use JCB Cards may be more likely to complete a purchase if their preferred payment method is available. Accepting JCB Cards also facilitates seamless transactions for tourists and visitors from countries where JCB is widely used.

UNLOCK GROWTH POTENTIAL AND TAP INTO A WORLD OF BENEFITS BY ACCEPTING JCB PAYMENTS

5 ENHANCED PAYMENT SECURITY



JCB implements stringent security measures to protect cardmembers' data and prevent fraud. When accepting JCB Card payments, businesses can benefit from the robust security infrastructure associated with the JCB payment network, reducing the risk of fraudulent transactions and enhancing overall payment security.

6 STREAMLINED PAYMENT PROCESSING



JCB Card payments can be seamlessly integrated into existing payment systems, allowing businesses to process transactions efficiently. By incorporating JCB Card acceptance into their payment infrastructure, businesses can streamline their operations and provide a convenient payment experience for customers.

7 ACCESS TO JCB MARKETING INITIATIVES



JCB engages in marketing campaigns and initiatives to promote its brand and encourage card usage. As a JCB merchant, you may have the opportunity to participate in these marketing efforts, potentially gaining exposure to a wider audience and attracting new customers.

8 COMPLIMENTARY SETUP



JCB is known for its security measures and reliable transaction processing. By leveraging their infrastructure, you can benefit from secure payment processing, reducing the risk of fraudulent transactions and offering peace of mind to both your customers and your business.

UNLOCK GROWTH POTENTIAL AND TAP INTO A WORLD OF BENEFITS BY ACCEPTING JCB PAYMENTS

9

BUILD YOUR BRAND WITH US

Accepting JCB Cards can help create a positive brand association for businesses. JCB is a well-established and trusted payment brand, that is over 60 years old. And by being affiliated with us, you can enhance the reputation and credibility of your business, particularly among customers familiar with and loyal to the JCB network (all over the world). JCB is a trusted and valued brand amongst its customers.

It's worth noting that the benefits of accepting JCB Card payments can vary depending on the industry, target market, and geographical location of the business. Therefore, it's important for businesses to assess their specific circumstances and customer preferences to determine the potential advantages of accepting JCB Card payments.

ABOUT JCB

JCB is a major global payments brand and a leading credit card issuer and acquirer in Japan. JCB launched its card business in Japan in 1961 and began expanding worldwide in 1981. Its acceptance network includes about 43 million merchants around the world. JCB issues cards across various countries and regions internationally with more than 154 million cardmembers.

As part of its international growth strategy, JCB has formed alliances with hundreds of leading banks and financial institutions globally to increase its merchant coverage and cardmember base. As a comprehensive payment solution provider, JCB commits to providing responsive and high-quality service and products to all customers worldwide. For more information, please visit: www.global.jcb/en/

*Data: as of Mar 2023

Visit www.thepaymentshub.net/ for more info

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154 MILLION REASONS TO DO BUSINESS WITH JCB TODAY

JCB has a diverse and global cardmember footprint. Did you know that whilst we originate from Japan, our cardmembers could be based in one of over 20 countries?

Here are some key aspects of the diversity within the JCB Cardmember portfolio, that we hope you'll find interesting.

150M
+

GLOBAL PRESENCE

While JCB originated in Japan, it has expanded its presence and boasts of **154 Million Cardmembers** worldwide with a growth rate of **32% YoY** since 2018.



TRAVELERS AND TOURISTS

JCB Cards are commonly used by consumers who love to travel. So, our strategy is to ensure that we offer services and benefits tailored for travel and entertainment spend. For example, foreign currency transactions, airport lounge access, and travel insurance, making JCB the brand of choice for our cardmembers, who want to explore different parts of the world.



WHERE ARE OUR CARDMEMBERS FROM?

For example, important JCB issuing countries include Japan, China, Taiwan, Thailand, Vietnam, South Korea, India and many other territories. The diversity of the cardmember base reflects JCB's efforts to expand its reach and attract a global customer base. Supporting growth for European merchants, who want to capitalize on Asian spend.



DID YOU KNOW WE HAVE COMMERCIAL CARDS TOO?

JCB provides corporate cards for businesses and organizations. This segment of the cardmember base includes employees who use JCB Cards for business-related expenses, such as travel, entertainment, and procurement expenses. JCB corporate Cards offer features like expense management tools and reporting systems to facilitate business operations.



CONSUMER PREFERENCES

JCB Cardmembers represent various consumer segments, including individuals who prefer JCB for their day-to-day purchases, others for shopping, dining, and entertainment activities. JCB offers a wide range of rewards programmes, discounts, and partnerships with merchants to provide Cardmembers with incentives to use their card and be rewarded for it.



PREMIUM CARDMEMBERS

To cater to the diverse payment preferences of our customers, we provide a range of payment options, including Prepaid and Debit Cards, as well as Credit Cards. Our offering encompasses prepayment, real-time payment, and post-payment solutions. Notably, our card portfolio consists of approximately 23.7% Premium cards of total card portfolio.



UNIQUE & VALUABLE

JCB Cardmembers are known for being valuable and fiscally responsible. Making them a very desired base to market to. Over half of our Cardmembers outside Japan hold premium cards, and they love to spend on luxurious items. Did you know that Over 25% of JCB Cardmember transactions with key retail partners were on high-end Italian luxury brands.



SPENDING GROWTH

Global sales reached a remarkable total of 338 billion, experiencing an impressive year-over-year increase of approximately 27% from April 2017 to March 2021. Additionally, JCB witnessed a notable 10% growth in global e-commerce sales from FY 2020 to FY 2021.

Source: JCB campaign 2021 & JCB proprietary data

It's important to note that the diversity of the JCB Cardmember base may vary across different regions and markets. The specific demographics and preferences of JCB Cardmembers in a particular area can be influenced by factors such as local consumer behavior, economic conditions, and cultural dynamics. For more detailed and up-to-date information on the diversity of the JCB Cardmember base, reach out to our sales team on marketing@jcbeurope.eu

Visit www.thepaymentshub.net/ for more info

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GET NOTICED BY JCB CARDMEMBERS ORDER **YOUR JCB LOGO** TODAY

1



VISIT OUR WEBSITE

- ✓ Click here for more information on all the logo variations available to you.
- ✓ You can also find education guides, short animations, case studies and our partner testimonials too.
- ✓ URL: <https://www.thepaymentshub.net/>

2



CONTACT JCB DIRECTLY

- ✓ We understand that sometimes the item you're looking for isn't available, or you simply prefer to speak to a person. Don't worry we have your back. Email us at marketing@jcb europe.eu and we'll endeavor to come back to you in 72hrs.

3



ARE THE LOGOS IN MY LANGUAGE?

- ✓ The languages that the logo and accompanying materials come in are **ENGLISH, SPANISH, ITALIAN, FRENCH AND GERMAN.**

4



FOLLOW OUR CAMPAIGN ON SOCIAL MEDIA

- ✓ Our #SHOWTHELOGO campaign will highlight the benefits of showing the logo. Customers stories (you could be featured), important resources and much more.
- ✓ Follow us on LinkedIn and YouTube and remember to **#SHOWTHELOGO.**

5



WHY IS DISPLAY OF THE JCB LOGO IMPORTANT?

- ✓ Many of our cardmembers have English as a second language. And when they travel, they want to know they can use their card of choice. **IT IS A SAFETY BEACON FOR THEM.**
- ✓ Our data shows that when the **logo is displayed**, your **SALES WILL GO UP BY 25%.**



Uniquely Yours

EXPAND YOUR BRANDS REACH AND LEVERAGE JCB'S POWER TO MARKET YOUR BUSINESS IN ASIA

JCB employs various marketing strategies and initiatives to reach and engage its customers.

Here are some common approaches used by JCB in its customer marketing

ADVERTISING AND PROMOTIONS



JCB engages in advertising campaigns to raise brand awareness and promote its products and services. This includes traditional advertising channels where we often highlight the benefits of our partnership, rewards programmes, and how to attract new customers and encourage card usage with our partner merchants.

CO-BRANDED PARTNERSHIPS



JCB collaborates with other brands and organizations to create co-branded credit cards. Co-branded cards often target specific customer segments, such as frequent travelers, sports enthusiasts, or lifestyle-focused individuals. We can tailor your offering to a new and diverse bank issuer audience.

LOYALTY PROGRAMMES



JCB offers loyalty programmes to incentivize cardmembers to use their cards more frequently. These programmes typically provide points, cashback, discounts, or special privileges when making purchases at participating merchants. By promoting these programmes, JCB aims to enhance customer engagement, encourage repeat usage, and foster loyalty.

ONLINE AND MOBILE PLATFORMS



JCB maintains an online presence through its official website, mobile apps, and social media channels. These platforms serve as avenues for communicating with customers. JCB may also use targeted online advertising and email marketing to reach specific customer segments and deliver personalized offers and communications.

PARTNER MERCHANT PROMOTIONS



JCB collaborates with partner merchants to create joint marketing campaigns and promotions. These initiatives can include exclusive discounts, special offers, or limited-time deals for JCB Cardmembers. By partnering with popular brands and establishments, JCB aims to provide added value for its global cardmember base.

EVENTS AND SPONSORSHIPS



JCB participates in events, exhibitions, and sponsorships to enhance its brand presence and engage with customers directly. This can include sponsoring industry conferences, where JCB may have a physical presence, conduct on-site promotions, or provide exclusive benefits to event attendees.

It's important to note that JCB's specific marketing strategies may evolve over time, and the availability of certain marketing initiatives may vary across different regions or countries. For the most accurate and up-to-date information on JCB's marketing activities and campaigns, it is recommended to consult JCB directly or refer to their official communication channels.