

Consumer Clarity™ for merchants



| ethoca™

The way that consumers shop, pay and bank is changing dramatically. Accelerated by the COVID-19 pandemic, consumers are adopting new digital habits at a faster pace than ever before.

Unfortunately, according to recent research, **77%** of surveyed consumers report that they're often unable to recognize transactions in their online statements, and **96%** want more detailed information available in their digital banking application to help understand what they bought.

To alleviate this frustration, and cater to increasingly digital lives, Ethoca has introduced Consumer Clarity. Consumer Clarity provides rich merchant and purchase information to cardholders and financial institution call center and back-office teams. This includes:

- ✓ Merchant names and logos
 - ✓ Itemized digital receipts
 - ✓ Purchase location details
 - ✓ And more
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PREVENT CHARGEBACKS AND FRIENDLY FRAUD

Delivered on-demand through secure and trusted banking channels, this enhanced information helps to significantly reduce unnecessary disputes and costly chargebacks caused by transaction confusion.

1

Cardholders can access detailed merchant and purchase details through their trusted digital banking channels – eliminating transaction confusion.

2

A card issuer agent can review merchant and purchase details when a cardholder contacts them to inquire about a transaction and use it to reassure them that the transaction is legitimate. This eliminates the need for an unnecessary chargeback.

CONNECT WITH YOUR CUSTOMERS

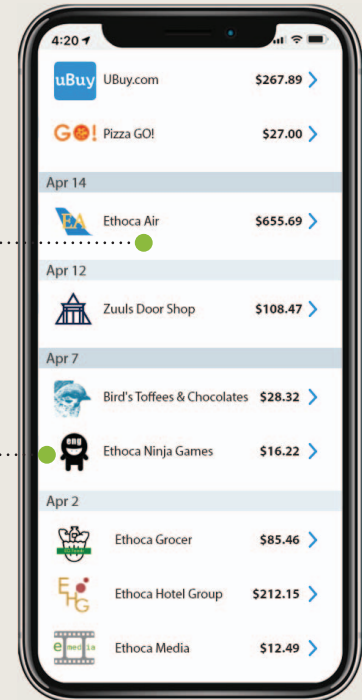
Beyond dispute prevention, Consumer Clarity empowers businesses to optimize their digital offerings. For merchants, this means new channels for them to connect with customers – increasing their brand presence.

CONSUMER CLARITY PROVIDES IN-DEPTH PURCHASE DETAILS VIA ENRICHED TRANSACTIONS AND DIGITAL RECEIPTS

1 Eliminate confusion caused by unclear descriptors by providing a clear **merchant name**

2 Provide ease-of-purchase recognition with visual cues, such as **merchant logos**

Enriched Transactions

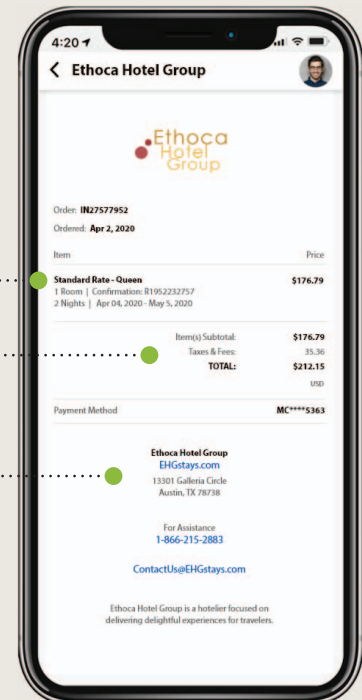


3 Provide a description of **purchased items** for easy recall

4 Remove confusion caused by unclear costs with **itemized details** (e.g., taxes and shipping charges)

5 Facilitate direct merchant contact with clear contact information. This includes **merchant address and phone number**.

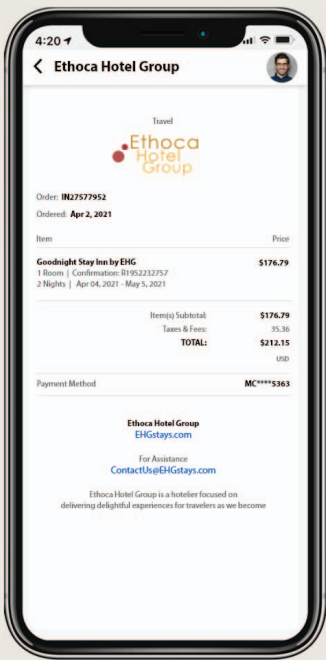
Digital Receipts



SCALE MATTERS

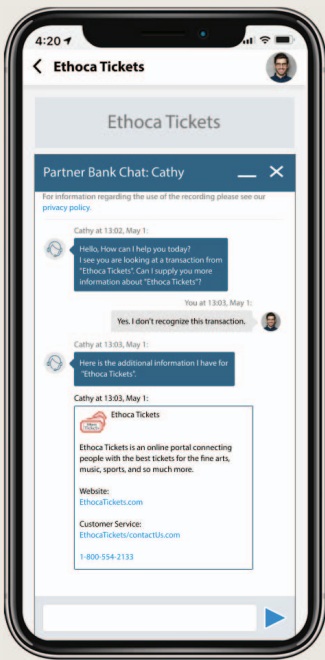
Leveraging the scale of Mastercard’s global payment network, Consumer Clarity currently provides enriched transaction information from **145+ million merchant locations spanning 200+ countries**. Combined with a growing list of digital receipt participants, this provides businesses the opportunity to make a wide range of experience and cost-saving improvements.

CONSUMER CLARITY SHARES PURCHASE INFORMATION INTO MULTIPLE CHANNELS, ELIMINATING CHARGEBACKS AND FRIENDLY FRAUD CLAIMS

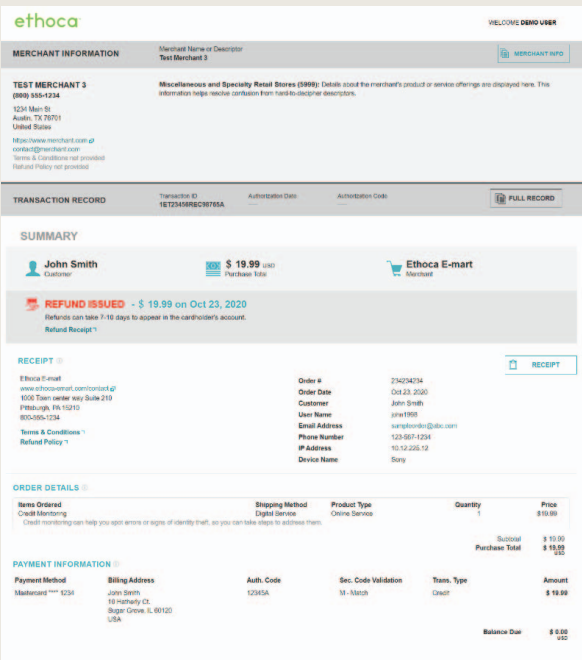


Digital

Full digital receipts
Itemized detailed purchase receipts



Enhanced chat functionality
Embed purchase details into existing chat functionality



Call Center

Full purchase details
Merchant information, digital receipt, refund status

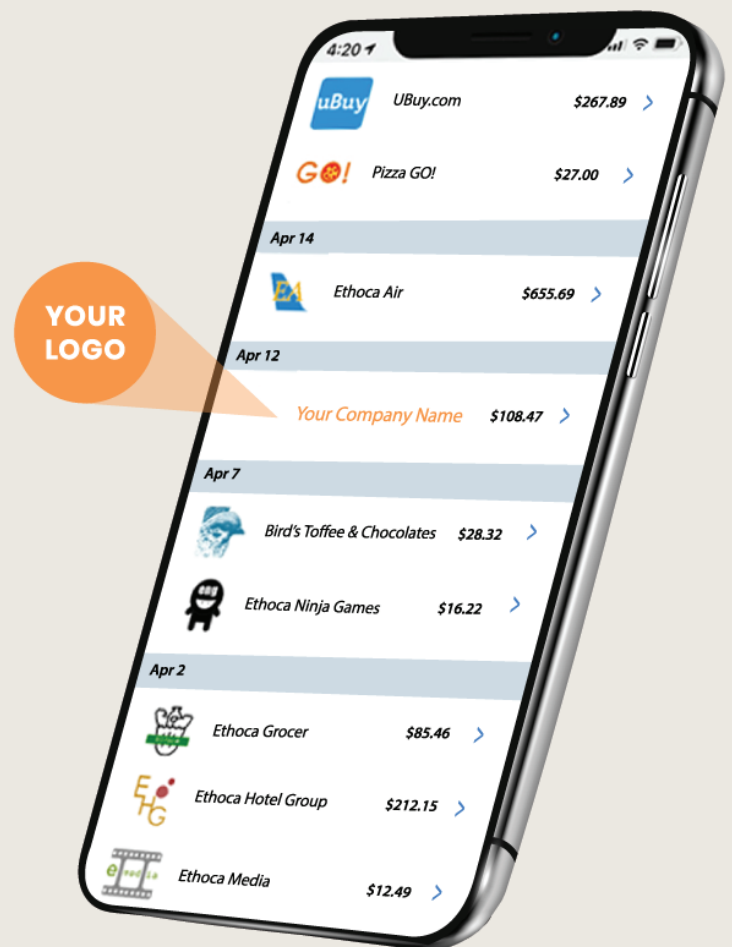
MERCHANT BENEFITS

- ✓ Connect directly with customers to resolve disputes, rather than through the expensive and time-consuming chargeback process.
- ✓ Provide a greater level of purchase information that helps to reduce friendly fraud caused by transaction confusion.
- ✓ Increase brand presence in your customers' trusted digital banking applications by embedding your logo, contact information and more.

DO MORE WITH YOUR BRAND

We're inviting merchants around the world to upload their logos and provide consent for them to be used in the digital banking applications of a growing number of the world's leading card issuers. These logos will be linked with corresponding transactions, adding clear visual cues to help cardholders quickly identify legitimate purchases and avoid unnecessary disputes. The best part? It's free of charge!

To get started, visit www.logo.ethoca.com



About Ethoca

Ethoca is an award-winning provider of collaboration-based intelligence and technology solutions that empower businesses around the world to fight fraud, prevent disputes and improve the customer experience.

Powered by the ever-growing Ethoca Network, our solutions provide rich intelligence throughout the customer purchase journey and close costly communication gaps between all stakeholders in the payments ecosystem. These include thousands of the world's biggest e-commerce brands, the largest banks, service providers and consumers. For the first time, fraud, customer dispute and purchase insights are now available and actionable in real time – delivering significant revenue growth and cost-saving opportunities for all. Ethoca was acquired by Mastercard in April 2019.

**Contact Ethoca today to find out how you can get started
with Consumer Clarity.**

sales@ethoca.com
www.ethoca.com



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