



HOLVI and Mastercard – shaping the next generation of business banking

- **How did you come up with the idea to build your company?**

Holvi was established in 2011 in Helsinki, Finland. Our founders and many of the Holvi employees are former freelancers and small business owners themselves. Holvi started out by solving the everyday problems event organizers, associations and project workers come across in managing their finances. We quickly realized that there were more people dealing with similar challenges and that there was a larger demand out there for a service like ours. There was actually a full segment of micro-entrepreneurs and small businesses - or Makers and Doers as we call them - who were currently being poorly served by traditional banks and other players.

Anyone who has ever started a business is driven by a great idea and a passion to make it happen. They want to accomplish something, big or small and have decided to follow their dreams and go for it. Sooner or later many of them get stuck in time-consuming administrative tasks and continuous financial management bureaucracy. Our purpose at Holvi is to change that. We want to give our customers what they need the most: time. We make running their business smoother and take care of their finances in the background.

Our goal has always been to become the preferred financial management service for micro-entrepreneurs and small businesses in Europe. We spend a big part of our time with our customers, working closely with them and trying to understand their position. We aim to grasp their daily challenges and needs and turn these into elegant product features and solutions that help them save time and money and enable them to run their business more effectively.

- **What are milestones in your company history?**

Our biggest milestones are from 2014 when we got our own independent license. We are a licensed Payment Institution, not a traditional bank. Holvi is authorized by the Financial Supervisory Authority (FSA) of Finland for operations across the EU. Another significant milestone for us has been the [acquisition by BBVA in March 2016](#).

- **At which step did Mastercard emerge as a partner and why?**

We started out by providing a business current account for our customers. It was always clear that it was crucial to provide customers with a payment card as part of our product offering. We chose Mastercard as our partner and have been very happy about the collaboration. With a Mastercard attached to our Holvi account, our customers can make their life receiptless instantly. The card is seamlessly connected to our mobile app and our customers get real-time notifications on all purchases. They can save receipts with just one tap and have all their transactions easily categorized in their bookkeeping, which is also available in our service.

- **Why did you choose Mastercard as a partner instead of another company?**

The Mastercard brand is one of the most recognized financial brands in the world and highly valued in the eyes of our customers. For us it is important to work with partners that represent trustworthiness. Our mission is to provide borderless banking to our customers in the digital era - Mastercard knows no borders and works worldwide, just like our customers.

- **Have there been milestones in the partnership? Can you name some?**

The biggest milestone so far for us has been launching the card in April 2016 together with Mastercard. Our partnership is still relatively fresh but we're

already working together to bring new features through the card and our own service to our customers.

- **How did Mastercard help you build up and grow your business?**

Adding the card to our product offering has allowed us to reach out to new segments and customer types and of course it allowed us to provide our existing customers with an even better product.

- **Please describe in one quote (two or three sentences) the value of the partnership with Mastercard.**

Mastercard is a symbol for borderless and reliable payments. We enable our customers - European micro-entrepreneurs - to grow their businesses globally. A card that connects directly with our service and allows our customers to stay on top of their finances in real time is a value proposition we're proud to provide with Mastercard.

About Mastercard

[Mastercard](#) (NYSE: MA) is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardDE](#), the discussion on the [Beyond the Transaction Blog](#) for the latest news on the [Engagement Bureau](#).

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