



Rebellion Pay and Mastercard: Accelerating digital banking across Europe



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

We identified a contradiction in the market of young, unbanked people who use a wide range of internet services and are familiar with buying products on Amazon or paying for mobile subscriptions, but, instead, did not have easy access to a bank card to pay. Because of this, we created Rebellion, the Neo-Bank of the Mobile Generation, as a safe, 100% digital alternative and an efficient way to manage finances. Over the last year, we have seen our services spark interest in a wider public that includes users over 30 years old who are seeking an alternative to their conventional banks in our product, and we are working hard to exceed their expectations.

What are the milestones in your company's history?

Having achieved incredibly ambitious goals such as the access to an e-money license, being licensed by Apple and Google to pay by mobile phone or having raised more than 8 million euros from VC funds. In 2020, we have reached more than 200,000 customers, and thanks to our alliance with the leading provider of cloud banking services, Mambu, we aim to scale up our product in Europe and extend the range of financial products by 2021.

What are the major challenges you encountered when starting your business and trying to find the right partners?

The biggest challenge was to gain visibility for those companies that can really help you to build a great product. When a company is born, it does not have the reach or resources to be taken into account by the top players.

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

From the very beginning, our Rebellion card is issued by our provider Prepaid Financial Services Limited under a license from Mastercard® International Incorporated. This is how we started our journey together.

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

Thanks to our agreement with Mastercard, Rebellion is perceived internationally as a solid, reliable and serious Neo-Bank.

The public at which our product is aimed perceives Mastercard as an up-to-date, friendly and serious brand that fits in perfectly with the values that Rebellion conveys. Likewise, Mastercard works to be close to the start-ups and FinTechs that are beginning their ventures.

What exactly does Mastercard offer you as a partner?

Above all, Mastercard offers us intangibles that are of great value to a company like Rebellion. It offers recognition, seriousness and prestige.

In the industry, that has got to do with money — these three skills are key for clients.



Have there been milestones in the partnership? Could you name some?

We have worked closely with MC to successfully integrate with both Google and Apple Pay, and, therefore, reach a common goal of promoting contactless digital payments.

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

Working with strong partners always provides us with direct or indirect growth in terms of new clients, as our customers regard Rebellion as a company to be trusted.

How do you see the future of finance/payment?

We are likely to see in this decade the disappearance of cash —at least in the Western economies— as well as physical payment cards.

On the other hand, due to the crisis that the global economy is going through, many countries with non-developed economies will allocate their savings in alternative assets such as cryptocurrencies.

In terms of investment products, initiatives are likely to emerge that will deal with tokenised digital assets.

The world of payments will be flooded with new ways of paying between people and between people and businesses. Card to card payments or QR code-based payments (as it is already happening in some Asian countries) will emerge worldwide.

The largest companies such as Google, Facebook or Apple will burst in with products for payment between individuals (p2p).

What role do you envision for you and Mastercard in this future development?

Mastercard will occupy a relevant position relating to payments between cards (card to card payments) and between payments to physical commerces.

There is much to be done about everything connected to improving the payment experience in physical commerces, and Mastercard can play a key role in the development of new payment technologies in this way.

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

Mastercard always provides reputation, good brand image and indirect growth. Additionally, it always offers us the possibility of accessing new technologies and new partners.