

Treezor and Mastercard: Accelerating digital banking across Europe



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

Eric Lassus and Xavier Labouret, cofounders of an online pool dedicated to marriage / birth themes partnered with members from an investment company - BJ Invest a specialist in digital payments. Whilst looking for a regulated and payment partner to deliver the global service we had in mind, we realized that the services offered in France and in Europe were not up to our expectation. Hence, the launch of Treezor, which went live in 2016.

Our goal was and is to offer a set of banking services by API to fintechs as a white label solution covering the entire payment chain.

What are the milestones in your company history?

- In 2014 Treezor's concept was set up
- In 2015 Treezor was officially registered
- 21st of June 2016, Treezor received its agreement as an Electronic Money Institution from the French Regulator and started to operate
- In July 2016, Treezor became a Mastercard Principal Member
- By the end of 2016, Treezor signed its two first customers, Lydia and Qonto, using its API and issuing the first Mastercard cards.
- In 2017, Treezor was one of the very first Fintechs to offer payments with Apple Pay.
- In 2018, Treezor had more than 25 clients (neobanks B2C, neobanks B2B, card programs, expense management solutions...).
- In January 2019, Societe Generale group acquired Treezor and we streamed more than €10 billion euros through our platform.
- In 2020, Treezor became a European Leader in payments, reached 1 million cards issued and started to expand on new EU markets.

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

As with many startups, the challenges were many. For us it meant finding partners that could understand and trust our model, and also have the flexibility to support our strategy. Not always easy to build such an agile solution when most of your partners are large and international corporates.

Hiring the good experts to build a tailor-made service for our clients was also a major challenge.

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

Mastercard has always been attentive to fintechs and new trends. A player who is driven towards innovation and who, despite its size, remains flexible.

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

For Treezor, the Mastercard technology, expertise and outreach, as well as its close cooperation made it the obvious choice to partner with. They have always given us an irreproachable support.

With Mastercard we can deliver the best and most secure products to our clients.

What exactly does Mastercard offer you as a partner?

Treezor is mainly using Mastercard international network and MDES tokenization solution. We have also built a card processing service with MPTS and we offer extra premium services such as concierge or airport lounge. Data quality is a major issue, and we work with Mastercard to provide the best possible data to our customers.

Treezor is also part of the Fintech Express programme for Europe which allows fintech to launch their payments solution.

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

- In 2016, Treezor became a Mastercard Principal Member.
- In 2018, Treezor received the best Fintech Prize from MCDS
- In 2019, Treezor and Mastercard renewed their partnership, with the MPTS integration.
- In 2020, Treezor was chosen as a Fintech Express partner for Mastercard, and
- Treezor and Swile are finalists of the Best B2C Payments Programme at the Emerging Payments Awards 2020 which will be held on November 26th

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

Thanks to a strong cooperation we have made it possible for us to offer the latest innovations and a good time-to-market for our customers.

How do you see the future of finance/payment?

The finance and payment industries are still on their way for major evolutions: emergence of fintechs specialized in new market niches, consolidation, super-apps, regulatory evolutions with the EU taking the lead over new frameworks, banks and startups being more in a cooperation approach, blockchain and digital currencies adoption... The innovations are still pilling-up and coming day after day, therefore the only thing that can be stated clearly is that the future is bright for players thinking outside the box.

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

We expect this fruitful collaboration to continue in the long term. We want to continue to participate to the evolution of the payment industry both in France and in Europe thanks to our respective innovations.

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

“Mastercard is a valued partner that helped us to grow since the beginning of the Treezor’s adventure. All along our growth path, Mastercard offered us services and products that perfectly integrate with our goals and our vision. The flexibility and tailor-made approach to the business relationship is the best way for innovative companies such as Treezor to reach their goals, from the product conception to the internationalization” – Eric Lassus, CEO & Co-founder of Treezor