



CB, YOUR LEADING PARTNER FOR PAYMENTS IN FRANCE

CB is the most widely used card and mobile payment scheme in France today, where 60% of domestic household transactions are paid for with a CB card.

Created in 1984, CB has stayed on the cutting edge of innovation ever since – whether it be introducing the first standard for smart payment cards in 1986, to launching the 4-figure pin in 1990 and distributing their first contactless cards in 2012. The innovations continue today both internally and through their support for fintechs, retail techs and other service providers.

Being a non-profit gives CB an important neutrality – as long as financial transactions are involved, CB is a trusted partner to offer support, recommend new functionalities and innovations and assist their implementation. For example, CB has recently helped its partners to integrate Buy now, Pay later schemes, using its expert knowledge to assist in the technical set up which allows more innovations. Not just a partner for French companies, CB works with international actors and is a strategic partner for any company looking to expand in France and the French market.

LAB by CB: Supporters of innovation

CB is at the forefront of payment technologies, and in 2017 went a step further in its support for innovation with the creation of LAB by CB, an incubator and accelerator which has the key objective to develop smoother customer experiences and anticipate changes in consumption.

LAB by CB fosters collective cooperation and development between stakeholders, including banks, retailers, start-ups, schools, manufacturers, research institutes and more, to anticipate the future of retail, and how payments will evolve to be incorporated in this future.

User-friendly payments are more valuable and more secure; innovations and technologies resulting from the work done from LAB by CB are capitalised on to constantly improve UX. The LAB by CB methodology is designed to encourage innovation and out-of-the box methods. UX-centric design thinking – a solution-based approach to solving problems which puts user needs first – is the first step – followed by a proactive approach for open innovation across various partners, be it vendors, manufacturers, start-ups, banks, schools, scientists, or researchers. The final stage is co-conception of a proof of concept and the creation of a prototype which will be tested and improved upon based on the learnings.

LAB by CB benefits from CB's expertise and support to identify new concepts and test them, to propose new solutions and identify user needs and to accelerate the market integration of innovations required by customers and merchants.

The LAB by CB team is constantly on the lookout for technological trends, working closely with their partners to fulfil

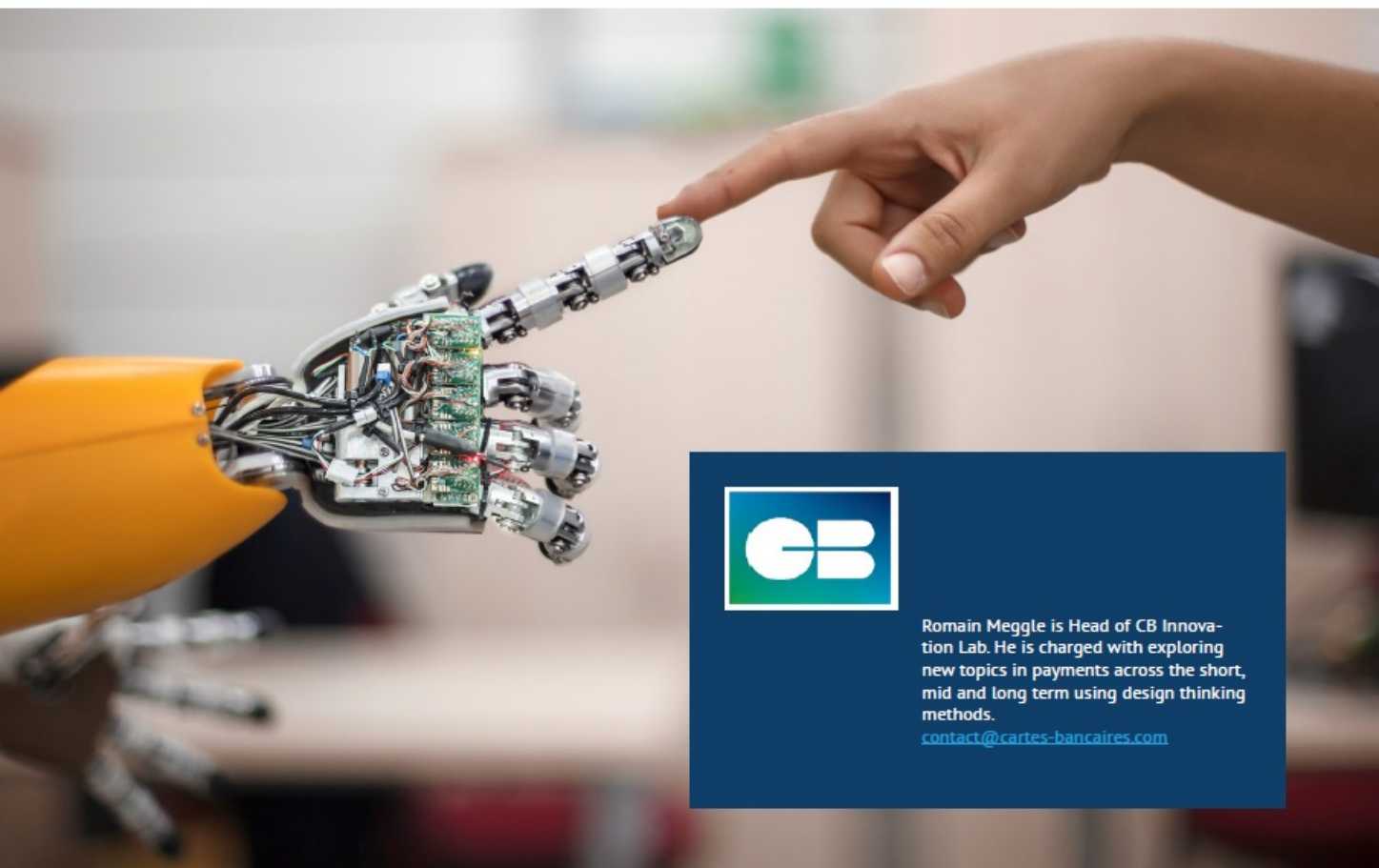
their objective to integrate payments seamlessly into smooth and secure customer journeys.

CB: a leader...

CB is very active in the French network of fintechs and start-ups. CB, a leader in its field, lends its expertise and support to young companies, and is key to the development of the French fintech scene in France. CB is a regular supporting presence for French fintechs at international trade shows, such as at Money2020 in Amsterdam where CB has partnered with Business France, the French government international trade department, to encourage the development of French fintechs worldwide (stand D60).

...and a close partner

With innumerable success stories to date, and countless innovations, CB is always on the lookout for the next innovation that will improve the everyday lives of customers and merchants by improving payment processes. CB organises innovation awards – widely recognised to be an indicator of relevance and success – its "Voice Commerce" challenge was won in 2019 by Voxpay, an omnichannel payment solution for voice, SMS, chat and email that is confidential, secure and PCI-DSS level 1 certified, facilitating payments across call centres, collection agencies, e-commerce, tourism and more. Along with LAB by CB and others fintechs, they demonstrated the speed and ease of incorporating the incorporation in [a full innovative voice commerce user experience](#), Voxpay is one example of a CB-backed solution to simplify collection and billing processes.



Romain Meggle is Head of CB Innovation Lab. He is charged with exploring new topics in payments across the short, mid and long term using design thinking methods.

contact@cartes-bancaires.com