

PRESS RELEASE

MONETA offers personalized virtual payment cards. They represent the beauty of Czech regions

Prague, 15 January 2024

MONETA Money Bank has come up with a new personalised design of virtual payment cards. Existing and new clients of the bank can choose one of 14 motifs depicting the landmarks of individual regions. The card can thus be decorated, for example, with Brno's Villa Tugendhat, Kunětická hora or Baťa's skyscraper in Zlín.

"We were inspired by the large-format black-and-white photographs that decorate our own branches. That's why we decided to transfer some of them to virtual payment cards. Moreover, it is no coincidence that we are presenting them in the year of the 20th anniversary of our accession to the European Union: although we have been a solid part of the European body for two decades, showing the beautiful places we have all over the Czech Republic is a great way to remember that we have something to be proud of," said Zuzana Filipová, spokesperson for the MONETA Group, on this occasion.

Each motif refers to iconic objects of the region. The card's design can thus feature a view of Křivoklát Castle, Plumlov Castle, the transmitter on Lysá hora or the spa centre in Karlovy Vary. Clients can choose individual motifs when creating a virtual card in the Smart Banka mobile application.

Virtual payment cards are becoming increasingly popular among MONETA clients. Their number on mobile devices is constantly growing. Immediately after opening a current or foreign currency account, the client can add this virtual payment card to his smartphone or watch. It can then be used not only for payments but also for contactless withdrawals from ATMs.

A sample of each theme is shown below:

Final visualization:

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MONEY
BANK

MONETA Money Bank, a.s., which is the controlling person of MONETA holding, is a leading independent Czech bank, servicing clients through its nationwide branch network. The bank has been traded on the Prime Market of Prague Stock Exchange since 2016. The bank has focused on retail and SME oriented business model with a strong position in the consumer and agriculture segments. In addition, the bank provides customers with insurance products and investment funds. MONETA serves more than 15% of the Czech population via an omni-channel distribution strategy which includes over 130 branches, more than 2000 ATMs in its own and shared network, a market-leading digital banking platform, a call center, auto dealers, building society and mortgage bank, and leasing partners.

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