

## PRESS RELEASE

25 April 2017

### **Wirecard North America and CSL Plasma Launch First Cash-back Donor Prepaid Card**

Conshohocken (Pennsylvania). Wirecard North America, a subsidiary of German based Wirecard AG, in partnership with CSL Plasma, one of the world's largest collectors of human plasma, recently launched the industry's first cash-back donor prepaid card. Wirecard's cash-back rewards solution is an innovative program for businesses to drive loyalty and customer satisfaction by providing cash rebates for everyday spending activities.

The cash-back option was introduced to support the Platinum level loyalty tier of CSL Plasma's new iGive Rewards Loyalty Program. According to Robert Mitchell, CSL Plasma's Director of Marketing and Corporate Communication, "Our collaboration with Wirecard has allowed us to offer a new Platinum level to iGive Rewards that offers more exclusivity and benefits to our valued donors. With the personalized cash-back rewards prepaid card, Platinum level donors receive additional points and other perks. Donors are excited about iGive Rewards and all the extras we've put into place for them. The evolution of the iGive Program and Platinum Rewards is another way that CSL Plasma is delivering on its promise to give back to the donors that give their time to make sure plasma is available to make life-saving therapy of patients in need."

The Platinum level cash-back rewards card powered by Wirecard is the latest addition to the robust iGive Rewards platform. Platinum level donors receive a one-time milestone reward, and cash-back for spend at local grocery stores and quick service restaurants, and the cash-back is paid directly to their reward card. Deirdre Ives, Managing Director of Wirecard North America, noted, "Recently entering the North America market was an important step for Wirecard to extend our capabilities globally. We are happy to partner with CSL Plasma to reward their donors by leveraging our flexible reward capabilities."

## Media Contact:

Wirecard AG  
Jana Tiltz  
Tel.: +49 (0) 89 4424 1363  
Email: [pr@wirecard.com](mailto:pr@wirecard.com)

Wirecard North America  
Brenda Ortiz Lee  
Tel.: +1 610 897 2951  
Email: [pr@wirecard.com](mailto:pr@wirecard.com)

## About Wirecard:

Wirecard AG is a global technology group that supports companies in accepting electronic payments from all sales channels. As a leading independent supplier, the Wirecard Group offers outsourcing and white label solutions for electronic payments. A global platform bundles international payment acceptances and methods with supplementary fraud prevention solutions. With regard to issuing own payment instruments in the form of cards or mobile payment solutions, the Wirecard Group provides companies with an end-to-end infrastructure, including the requisite licences for card and account products. Wirecard AG is listed on the Frankfurt Securities Exchange (TecDAX, ISIN DE0007472060, WDI). For further information about Wirecard, please visit [www.wirecard.com](http://www.wirecard.com) or follow us on twitter @wirecard.

## About CSL Plasma:

CSL Plasma Inc. is one of the world's largest collectors of human plasma. As a leader in plasma collection, CSL Plasma is committed to excellence and innovation in everything we do. Our work helps to ensure that tens of thousands of people are able to live normal, healthy lives. We are committed to our work because lives depend on us. Please visit [www.cslplasma.com](http://www.cslplasma.com) to learn more.

CSL Plasma, headquartered in Boca Raton, Florida, upholds a tradition of innovation and excellence. As a leader in plasma collection, we are committed to excellence and innovation in everything we do. Our work ensures that tens of thousands of people are able to live normal, healthy lives. We are committed to our work because people's lives depend on us. CSL Plasma is a division of CSL Behring, a plasma protein biotherapies company headquartered in King of Prussia, Pennsylvania. The parent company, CSL Limited (ASX:CSL), headquartered in Melbourne, Australia, employs more than 17,000 people, delivering its life-saving therapies to people in more than 60 countries. For more information visit [www.cslbehring.com](http://www.cslbehring.com) and follow us on [www.Twitter.com/CSLBehring](https://www.Twitter.com/CSLBehring).