

ACCEPTANCE BREAKTHROUGH

BREAKING THROUGH THE DIGITAL AGE
TO EXPAND TRANSACTIONS FOOTPRINT

2:00 PM – 2:05
PM

Opening Remarks

Rodolfo Duran

Vice President, Acceptance Development LAC

2:05 PM – 2:45
PM

Masterpass: A Powerful Touch Point to Boost Digital Sales and Conversions

James Anderson

Executive Vice President, Digital Payment Products, Mastercard

Robson Dantas

Advisor, Angel Investor, Zul Digital

Marcelo Liberato

Chief Technology Officer, Zul Digital

2:45 PM – 3:30
PM

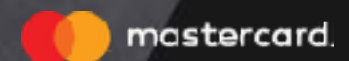
Smart Cities and Transit: Growing the Acceptance Footprint in Latin America

Cesar Espinoza

Senior Vice President, Business Expansions, Mastercard Latin America and Caribbean

James Anderson

Executive Vice President
Digital Payment Products



THE "INVERTED-T" FOR PAYMENT METHOD ADOPTION

USE CASES THAT
DRIVE ADOPTION

BROAD ACCEPTANCE –
ECOMMERCE, RESTAURANTS,
COFFEE SHOPS ETC.

THE CATEGORIES THAT WE HAVE SETTLED ON TO START THE DIGITAL JOURNEY...



FUEL



DINING



GROCERIES



PARKING



TRANSPORTATION



TOPUP

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Remember to fill out

Check out the MasterCard swag
at the MC Store!

