

FOR 26 YEARS, THE LEADING PUBLICATION COVERING CONSUMER PAYMENT SYSTEMS WORLDWIDE

**RETAIL CARDS IN THE U.S. — 1995** Owners of the 50 largest retail portfolios listed on pages six and seven accounted for over 99% of all retail card outstandings in the nation. Retailers that owned their own receivables controlled 64% of all ... (turn to page 5)

**IDENTITY DATABASES** Names, addresses, and phone numbers of adults in nearly every household in the United States can be verified in less than four seconds by ... (turn to page 7)

**CARDS IN CHINA — 1995** People's Bank of China, the country's central bank, reported the number of cards issued by financial institutions at the end of last year ... (turn to page 10)

**NPC PUBLIC OFFERING** National Processing Company is the fourth owner of merchant bank card processing contracts to become publicly traded this year, following First ... (turn to page 5)

**CHECKS IN THE UNITED STATES** The number of personal, commercial, and government checks written last year totalled 61.63 billion, worth \$42.16 trillion. Personal checks ... (turn to page 4)

**KIRK TO OBERTHUR** Security printer Francois-Charles Oberthur of France will acquire Kirk Plastic of the United States for cash. Kirk is the second largest supplier of high ... (turn to page 6)

**TOP 100 BANK CARDS — MIDYEAR** The latest ranking of the largest Visa and MasterCard credit card issuers in the United States appears on page eight. (table on page 8) □

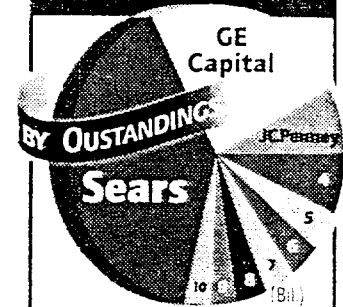
**HONOR/ALERT MERGER** Southeast Switch, operated under the name Honor in fourteen states, connects the nation's fourth largest regional network of automated teller ... (turn to page 4)

**IN THIS ISSUE**

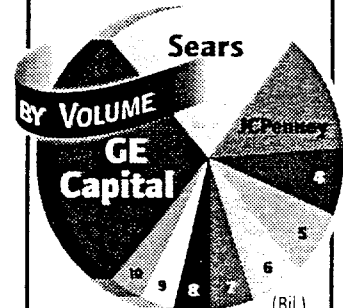
Retail Cards in the U.S. .... 1,5,6,7  
Identity Databases..... 1,7,9  
Cards in China — 1995 ..... 1,10  
NPC Public Offering..... 1,5  
Checks in the United States ..... 1,4,5

Kirk to Oberthur..... 1,6,7  
Top 100 Bank Cards — Midyear .... 1,8  
Honor/Alert Merger ..... 1,4  
Shared Regional ATM Systems..... 4  
Debit Card Fraud Protection ..... 4  
Fast Facts & Job Mart..... 2,3

**LEADING RETAIL CARDS in the U.S.**



1. Sears ..... \$23,800
2. GE Capital ..... \$15,000
3. JCPenney ..... \$5,138
4. Household ..... \$3,755
5. Federated ..... \$2,699
6. Beneficial ..... \$2,380
7. May ..... \$2,377
8. SPS ..... \$2,200
9. Dayton Hudson ..... \$1,919
10. Banc One ..... \$1,724



1. GE Capital ..... \$23,000
2. Sears ..... \$17,130
3. JCPenney ..... \$9,869
4. May ..... \$6,000
5. Federated ..... \$5,731
6. SPS ..... \$5,000
7. Dayton Hudson ..... \$3,821
8. Beneficial ..... \$2,900
9. Dillard's ..... \$2,698
10. Limited ..... \$2,680

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**MICROSOFT MERCHANT SYSTEM** lets companies develop "storefronts" on the Internet's World Wide Web. Features include user and order tracking and promotion-based merchandising. MMS includes VeriFone payment processing software. Michael Kim is Product Mgr. at Microsoft, (206) 703-0403, fax (206) 936-7329. Roger Bertman is VP at VeriFone, (415) 517-1268, fax (415) 517-3019.

**NATIONAL CITY CORP.**, with over 700,000 active bank card accounts, will convert from in-house processing to third-party First Data Resources. James Oilmour is Chairman at National City Card Serv., (614) 860-8937, fax (614) 751-5554. Aldo Testi is Pres. at FDR, (402) 222-7601, fax (402) 222-7303.

**WRIGHT EXPRESS** will operate a proprietary fleet card for Ameraca Hess to be marketed at the gasoline retailer's 550 outlets in 10 states. Michael Dubyak is SVP at Wright Express, (207) 761-7103, fax (207) 791-1650. Brian Bednarz is Retail Manager at Hess, (908) 750-6416, fax (908) 750-7169.

**TRANSACTIVE CORP.**, electronic benefits transfer contractor, has formed a partnership with Union Bank of California to market EBT services in that state. Melvin Lee is VP at Transactive, (512) 912-4060, fax (512) 912-4110. Donna Hodgson is VP at Union, (415) 705-7040, fax (415) 705-7092.

**GENERAL SERVICES ADMINISTRATION** will solicit bids beginning Spring 1997 from card issuers interested in business from employees of federal government agencies. Contracts of current suppliers Amex and First Bank System expire in November 1998. Rebecca Coses is Contract Specialist, (703) 305-5071, fax (703) 305-5094.

**CHECKER COMPUTER SERVICES** designs and manufactures dispatch software for ground transportation companies and can supply turnkey systems, including mobile data terminals, mag-stripe readers, and bar-code readers. Wayne Mak is Sales Manager, (403) 299-4999, fax (403) 248-0584.

**SUNOCO** has changed its Bank of America MasterCard rebate plan to give an extra 1% when customers buy its gasoline and has removed the \$70 cap. Cardholders will earn 4% rebates when buying Sunoco gasoline. Rebates on all other purchases have been cut to 1% from 2%. Jim Kline is Manager at Sunoco, (215) 977-6529, fax (215) 246-8550.

**DELUXE DATA's** 400 sales reps. will resell home-banking and remote-bill-paying services of Online Resources and Communications Corp. Walter Healey is Director at Deluxe, (414) 963-5284, fax (414) 963-5590. Matthew Lawlor is CEO at Online Resources, (703) 442-4646, fax (703) 442-4610.

**JOB MART — POSITIONS AVAILABLE**

Subscribers pay \$300 per 100 words (nonsubscribers \$500).

**ALLSAFE** seeks **Plant Manager**. Plastic card manufacturer is looking for an experienced Plant Manager. Responsible for training and developing staff in the areas of pre-press, offset printing, lamination, die cutting, screen printing; shipping; new product design and implementation; daily production administration and control; implement quality processes; maintenance of inventory control; liaison for outside vendors for purchasing requirements. Ideal candidate will have a track record of successfully improving quality and delivery in a growing and competitive environment through process improvement and personnel development. Please send resume with salary requirement to Kristine Blackburn, Allsafe Company, P.O. Box 825, Buffalo, New York 14240.

**DATA CARD** seeks a **Product Manager** in our Point-of-Sale Division. This position will be responsible for market analysis, business case prep, market strategy, introduction and ongoing analysis of assigned products to ensure continued profit growth and market position. Qualified candidates must have 5+ years related product marketing experience, point-of-sale (POS) industry experience and demonstrated successful project management skills. Ability to adapt in a fast-paced, changing, technical environment; display excellent communication skills; and work effectively with internal and external customers also required. A Bachelor's degree in a related field is preferred ... DataCard also seeks a **Regional Sales Market Manager (Financial Market)**. This position will team with national account managers and meet with prospects and customers within the financial/banking industry. Acts as the regional resource for in-depth knowledge of issues, trends, and needs for the industry.

Qualified candidates will have experience with Bank Branch Automation and a minimum of 5 years experience selling to financial institutions. Systems solutions sales experience required, preferably from computer/computer peripheral background. Must be able to travel 2-3 nights per week. A Bachelor's degree in Business Administration or Marketing is also required. DataCard offers a competitive salary, incentive, and benefits package and the opportunity to be affiliated with an exceptional industry leader. Please submit cover letter, resume, and salary requirements to: DataCard Corporation, Corporate Staffing MS 506-SMN, P.O. Box 9355, Minneapolis, Minnesota 55440, fax (612) 988-2795. Internet jeanann\_lehman@datacard.com.

**MADURO & CURIEL'S BANK** seeks **General Manager**. Maduro & Curiel's Bank, largest commercial bank in the Netherlands Antilles (Caribbean), noted for progressive corporate culture and dynamic product line, seeks aggressive, innovative individual as General Manager, Credit/Debit Card program. The candidate will manage a staff of 40+ persons and function as a specialist resource to subsidiary financial institutions. Portfolio would rank in top 200 in U.S.A. Duties include ongoing management of daily operations, developing and implementing marketing strategies, improving processing environment, and providing executive with sound analytical counsel. Extensive issuer/acquirer experience at senior level, knowledge of processing and communications technology, and bottom-line responsibility are background requirements. Send resume via courier to R. Gomes Casseres, Managing Director, 2-4 Plaza JoJo Corry Curacao, Netherlands Antilles, or fax 599 (9) 661-122.

**AMERICAN EXPRESS** TRS unit operating earnings were up 3% to \$322 million in the second quarter.

**DEAN WITTER, DISCOVER & CO's** Credit Services unit net income dropped 26.4% to \$103.4 million in the 2nd quarter.

**MAGTEK's** DT 2000 card-issuing terminal is the first certified to use the Kodak Thermal ID Ribbon and Polyester ID Receiver for direct-to-card ID printers. Gary Clark is GM at Kodak, (714) 781-6004, fax (714) 781-6202. Tom McGeary is Pres. at MagTek, (310) 631-8602, fax (310) 631-3956.

**FOURTH DIMENSION SOFTWARE's** "LoyaltyPlus" customer marketing software tracks customer purchases and rewards points based on user-defined reward schemes. It allows multiple payment cards to be attached to each customer and allows multiple customers for each award account. Chris McAllister is VP, (415) 592-4400, fax (415) 592-4426.

**360° COMMUNICATIONS** provides cellular digital packet-data network services for wireless POS transmissions. Mark Davis is Regional Mgr., (757) 687-3319, fax (804) 473-0063.

**FIRST UNION** no-annual-fee Visa Gold card solicitations offer revolving customers a prime-plus-7.9% rate after a 5.9% introductory offer good until January 31, 1997. Craig Henry is VP, (704) 590-2760, fax (704) 590-2799.

**TD BANK** (Toronto Dominion) will use Open Market Inc. technology to offer its merchants electronic commerce on the World Wide Web. Kevin Dwyer is GM at Open Market, (905) 306-0640, fax (905) 306-0645. Shirley Poon is New Product Dev. Mgr. at TD, (416) 944-7043, fax (416) 982-2153.

**WINERS CLUB's** DC Adriatic franchise will expand into the Russian Federation. DC Adriatic's business area covers Macedonia, Bosnia-Herzegovina, Albania, Croatia, and Slovenia. Maja Pecarevic is Deputy Managing Director, (385) 142-3173, fax (385) 142-3021.

**BANPAIS** will issue Mexico's first private-label oil card on behalf of PEMEX, the country's largest gasoline distributor. First Data Corp. will be cardholder and merchant processor. Larry Lynch is VP at FDC, 52 (5) 540-4026, fax 52 (5) 202-8337. Emilio Aguado is Comm. Subdirector at PEMEX, 52 (5) 545-9197, fax 52 (5) 545-8870. Luis Ascencio is Corp. Dir. at Banpais, 52 (5) 625-4892, fax 52 (5) 625-4812.

**ICBC** (Industrial and Commercial Bank of China) has licensed MultiXpac UNIX based card-processing software from the FBS Software subsidiary of Equifax. IBM is the FBS distributor in China. Contact Chen Wen at IBM 86 (10) 6437-6677, fax 86 (10) 6437-6439.

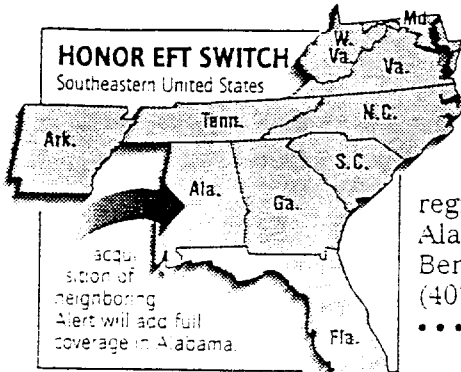
**AMERICAN EXPRESS** has launched a co-branded 30-day credit card with Wrightson Ltd. of New Zealand, a company that serves the agricultural industry. Rosanne Watkins is Mgr. Business Develop. at Amex, 64 (9) 367-4376, fax 64 (9) 367-7373. Peter Newbold is Mktg. Mgr. Cards at Wrightson Ltd., (4) 237-6623, fax 64 (4) 237-8833.

## MANAGEMENT CHANGES

**Philip Verdi** has resigned as Executive Vice President, Electronic Services at MasterCard International. **Jose Francisco Canepa**, President of Credicard SA, Brazil, has been elected Chairman of MasterCard's Latin American and Caribbean board of directors, 55 (11) 306-79012, fax 55 (11) 306-79590. **Dennis Lynch** will become President/CEO of regional EFT system NYCE Corp. effective October 7, (201) 930-9400, fax (201) 930-0432. **Jason Rodgers**, formerly at Visa, has been appointed Senior Vice President, Global Acceptance Relations at MasterCard International, (914) 249-4815, fax (914) 249-4252. **Steven Putney**, formerly at EDS, has been appointed President, Corporate Payment Systems at First Bank System, Inc., (612) 973-8765, fax (612) 973-8200. **Robert Wesley**, formerly at American Express, has been appointed Senior Vice President, Global Product Management and Development at MasterCard International, (914) 249-1340, fax (914) 249-4152. **Kevin Murphy** has been promoted to Executive Vice President, Collections at First USA, (302) 594-4000 ext. 7386, fax (302) 594-4111. **Catherine German** has been promoted to Executive Vice President, Cardmember Services at First USA, (302) 594-4000 ext. 8192, fax (302) 434-7673. **Dan Cunningham**, formerly at Gemplus Card International, has been appointed Senior Vice President, Business Development at Phoenix Planning & Evaluation, (301) 984-4210, fax (301) 984-7510. **Greg Devlin** has been appointed Vice President, Advanced Payment Systems for the Asia/Pacific region at MasterCard Int'l, (65) 533-2888, fax (65) 296-6259. **John Perry**, formerly at First Data Corp., has been appointed EVP, Sales and Mktg. at NOVA Corp., (770) 396-1456, fax (770) 698-1058.

## CONFERENCES & SEMINARS

**JCB WORLD CONFERENCE:** September 4-6, Rome, Italy, at the Rome Cavalieri Hilton Hotel. Est. attend. 325, representing 150 companies/banks worldwide. Contact K. Murata, Deputy President, JCB International at 81 (3) 329-47000, fax 81 (3) 329-36457. **ELECTRONIC COMMERCE AND PAYMENT CONFERENCE:** September 18-20, New York City, at the Doubletree Guest Suites. Reg. \$995. Contact George White at White Papers Inc., (201) 746-5456, fax (201) 746-5886. **AMERICAN BANKERS ASSOCIATION BANKCARD CONFERENCE:** September 29-October 2, Orlando, Florida at the Walt Disney World Dolphin Hotel. Reg. \$1,095. Est. attend. 2,000. Contact ABA at (202) 663-5087, fax (202) 828-4531. **MANAGING CALL CENTERS FOR CARD SERVICES:** October 9-11, Scottsdale, Arizona, at the Radisson Resort. Reg. \$1,295. Est. attend. 75. Contact International Quality and Productivity Center Customer Service, (201) 256-0211, fax (201) 256-0205. **INTERNATIONAL CARD MANUFACTURERS ASSOCIATION:** October 21-25, Bermuda at the Marriott's Castle Harbour Resort. Reg. \$695 (nonmembers \$1,390). Est. attend. 350. Contact Lynn McCullough, ICMA at (609) 799-4900, fax (609) 799-7032.



**Honor** (from page 1) ... machines. It will become second largest after completing the merger with Virginia-based Most which awaits approval by the Federal Reserve Board. An agreement to add Alert in Alabama could be signed by year-end. Alert ranks 34th among shared regional ATM systems. Ron Freiwald is President of Alabama Network (Alert) in Birmingham, Alabama. Thomas Bennion is CEO of Southeast Switch in Maitland, Florida. (407) 875-2500, fax (407) 875-2501. Prior issue: 615 □

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**SHARED REGIONAL ATM SYSTEMS — 1995**

Rank	System	Interchange Transactions (000)	Chg.
1.	MAC	738,526	-20%
2.	STAR SYSTEM	398,000	+63%
3.	NYCE	315,560	-20%
4.	HONOR	242,526	-10%
5.	MOST	210,300	-18%
6.	PULSE	167,685	-23%
7.	Cash Station	96,000	-13%
8.	Magic Line	92,156	-25%
9.	MPact	91,200	+92%
10.	The Exchange	87,411	-4%
11.	Jeanie	80,900	+7%
12.	MoneyMaker	80,541	-11%
13.	Instant Cash	80,000	+16%
14.	The Co-op	78,511	+60%
15.	TYME	70,000	+15%
16.	Cash24	68,400	+38%
17.	Instant Teller	62,400	+35%
18.	Shazam	61,723	+10%
19.	Presto	56,370	+4%
20.	Fastbank	47,433	+10%
21.	BankMate (Mo.)	42,609	+31%
22.	X-Press 24	42,203	+6%
23.	SCS	35,800	0%
24.	AFFN	32,935	+10%
25.	GulfNet	30,463	+30%
26.	NetWorks	29,697	+13%
27.	SC24	28,200	+28%
28.	PEAK	27,902	+7%
29.	Money Station	25,747	-26%
30.	TransFund	22,417	+16%
31.	Retail ATMs	19,600	-9%
32.	Share Card	19,249	+6%
33.	Express Teller	19,000	-21%
34.	Alert	18,882	+10%
35.	EFT Illinois (1)	18,267	+50%
36.	Via	13,790	+14%
37.	BankMate (N.M.)	13,130	+2%
38.	Money Belt	13,010	+27%
39.	Minibank	11,847	+9%
40.	Cue	11,755	+23%

There are 26 smaller shared regional ATM systems including Checkocard, Alaska Option, Money/Handibank, ZIP, Advantage, etc. (1) Includes Access 24, Easy Answer, and Money Network  
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**DEBIT CARD FRAUD PROTECTION** Over 99% of fraud on debit cards with personal identification numbers has come from "single card" fraud — when one card is mis-used by family members or friends of the cardholder. However, the banking community remains concerned about and vulnerable to "multiple card" fraud — use of multiple counterfeit cards with stolen account numbers and personal identification numbers. Software developed by Card Alert Services is designed to protect debit card issuers against this type of fraud at a cost as low as \$1,200 annually, and requires no modification to existing computer programs. CAS identifies: attempts to use debit cards in a multiple card scam ... the period of time over which thieves stole account and PIN numbers ... where account numbers and PINs were stolen (ATM, POS terminal, communication node) ... and the number of cards compromised so that issuers can block accounts. The CAS database is developed from information about fraud on cards that are still in the cardholder's possession. Issuers representing one-third of all debit cards in the U.S. already report such transactions to CAS. Star, Nyce, Honor, Cash Station, and CU Cooperative have invested in the company. Douglas Anderson and Richard Urban, formerly at Electronic Payment Services, operator of the Mac network, are at Card Alert Services in Arlington, Virginia, (703) 486-0714, fax (703) 486-0734. □

**Checks** (from page 1) ... generated 56% of all transactions compared to 41% for commercial checks and 3% for government checks. Commercial checks accounted for 90% of total value compared to 7% for personal checks and 3% for government checks. The clearing system for settlement of paper check payments is divided among: financial institutions whose customers write them ... check clearing associations and private clearing houses ... and processing centers operated by Federal Reserve banks.

**DISPLACEMENT OF CHECKS.** Consumers are comfortable with "user friendly" checking accounts that give them delayed settlement, and banks are once again promoting checks as a free service. However, the number of personal-check transactions will start declining after year 2003, even

though dollar value will grow about 2.5% annually for another 20 years. **Debit cards** are growing steadily, but other electronic check substitutes such as **preauthorized payments** and **home banking** will take many years to gain broad public acceptance. These systems combined now account for only 17% of the amount consumers spend using checks, although in ten years that will reach 60%. **Credit cards**, the fastest growing replacement for checks, are a principal reason why the dollar value of check payments will remain strong in the future. Checks are the overwhelming choice of consumers for repayment of credit card charges, far ahead of money orders, preauthorized payments, and home banking.

Use of checks by businesses will continue to grow indefinitely, even though direct wire transfers are now used more often ... over 85% of all corporate payments are made by check.

Government checks will slow down because of payroll direct deposits and electronic benefit transfers (EBT), but they account for less than 3%. The top independent expert on this subject is George White at White Papers in Montclair, New Jersey. His next Electronic Commerce and Payment Conference is in New York City, September 18-20, (201) 746-5456, fax (201) 746-5886. Prior issues: 624, 600 □

<b>PAPER CHECKS IN THE U.S.</b>			
CATEGORY	1995	2000	2005
<b>Value (trillion)</b>	<b>\$42.160</b>	<b>\$48.938</b>	<b>\$56.273</b>
<b>Personal</b>	<b>\$3.071</b>	<b>\$3.751</b>	<b>\$4.344</b>
Share	7.3%	7.7%	7.7%
<b>Commercial</b>	<b>\$37.779</b>	<b>\$43.796</b>	<b>\$50.453</b>
Share	89.5%	89.5%	89.7%
<b>Government</b>	<b>\$1.310</b>	<b>\$1.391</b>	<b>\$1.476</b>
Share	3.1%	2.8%	2.6%
<b>Number (billion)</b>	<b>61.63</b>	<b>64.90</b>	<b>67.74</b>
<b>Personal</b>	<b>34.71</b>	<b>35.06</b>	<b>35.04</b>
Share	56.3%	54.0%	51.7%
<b>Commercial</b>	<b>25.22</b>	<b>27.82</b>	<b>30.39</b>
Share	40.9%	42.9%	44.9%
<b>Government</b>	<b>1.70</b>	<b>2.02</b>	<b>2.31</b>
Share	2.8%	3.1%	3.4%
<b>Clearing</b> (Percent share of all transactions)			
<b>Houses &amp; Assoc.</b>	<b>39%</b>	<b>46%</b>	<b>50%</b>
<b>Financial Inst.</b>	<b>33%</b>	<b>31%</b>	<b>29%</b>
<b>Federal Reserve</b>	<b>28%</b>	<b>23%</b>	<b>22%</b>

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**NPC (from page 1)** ... USA Paymentech, PMT Services, and Nova Information Systems. About 15% of NPC is publicly traded (NYSE: NAP). The remainder is held by former parent company National City Corp. (NYSE: NCC), the nation's 17th largest U.S. bank holding company. Nearly eight million shares were sold at 16½, netting more than \$100 million. NPC plans to use the cash infusion for acquisitions including bank card processing contracts. NPC's major processing facilities in the U.S. are in Louisville, Kentucky and Phoenix, Arizona. Facilities in Juarez, Mexico handle over 40% of all transactions. Tony Holcombe is CEO at National Processing Company in Louisville, Kentucky, (502) 364-2907, fax (502) 364-2284. Prior issues: 623, 620, 611 □

**NATIONAL PROCESSING COMPANY** revenues this year will be in the \$350-million range from processing of over 2.5 billion transactions. **NPC Merchant Services** accounts for 61% of company revenues. Merchant Services owns the second largest portfolio of merchant card processing contracts in the U.S. (and the world) after First Data Corp. and handles over 1.50 billion bank card transactions annually. It also authorizes over 250 million check transactions annually. **NPC Corporate Services** accounts for 24% of company revenues, generated by more than 500 million transactions from processing remittances, freight bills, and corporate accounts payable/printing services. **NPC Travel Services** accounts for 15% of corporate revenues by providing processing and settlement services to the travel and hospitality industries – about 400 million transactions annually.

**Retail Cards (from page 1)** ... revolving credit generated by retail cards. The remaining 36% of receivables were owned by: **nonbank** private label specialists such as GE Capital and Household International ... **large banks** that specialize in private label cards such as Bank One and Citicorp, and ... **midsized** and **small banks** that finance private label card receivables as part of an overall service for their own corporate clients ... (turn to page 6)

**Retail Cards** (from page 5) ... such as Fifth Third and Regions Bank.

More than 587 million (43%) of the 1.35 billion total credit cards in the United States are issued exclusively for proprietary use at retail locations. These cards generated \$77.53 billion in outstandings as of year-end 1995, up 16% from year-end 1994. Spending of \$104.75 billion increased 10%. Outstandings per active account averaged \$464. Spending per active account averaged \$628. Prior issue: 607 □

**Kirk to Oberthur** (from page 1) ... security cards in North America. Malco, owned by Schlumberger of France, is first. Other European owners of North American card plants are De La Rue of Great Britain (McCorquodale), Gemplus of France (DataCard), and Giesecke & Devrient of Germany (Security Card Systems). Kirk Plastic, founded in 1919, will produce 130 million high-security cards this year. With more than three times the card production capacity of CP8 Oberthur, Kirk will likely be the supplier for a telephone chip card

**RETAIL STORE CREDIT CARD RESULTS 1995** PL= private-label companies that own receivables general cards, which are usable only at outlets owned or controlled

Issuer, Bank Headquarters	Outstandings (mil.)	% Chg.	Charge Volume (mil.)	% Chg.	Accounts Total (000)	Active (000)	Cards Issued (000)	Issuer, Bank Headquarters
1 Sears, Roebuck Chicago, Illinois	\$23,800.0	+12%	\$17,130.0	-10%	59,700	29,400	80,000	33 Navy Exchange
2 GE Capital Memphis, Tennessee PL	\$15,000.0	-10%	\$23,000.0	-7%	70,000	24,000	64,000	34 Specialty Dept. Sta
3 JCPenney Plano, Texas	\$5,138.4	-1%	\$9,868.8	-2%	45,100	17,000	79,138	35 Boscov's Jacksonville
4 Household Retail Proctor Heights, Ill. PL	\$3,755.0	-25%	\$2,640.0	-17%	4,900	2,180	6,600	36 Kohl's Menomonee
5 Federated Dept. Stores Mason, Ohio	\$2,699.0	+25%	\$5,731.0	-34%	29,710	13,200	43,000	37 The Bon-Ton
6 Beneficial Corp. Wilmington, Delaware PL	\$2,380.0	+48%	\$2,900.0	-32%	5,820	2,260	6,500	38 Associates First C
7 May Dept. Stores St. Louis, Missouri	\$2,377.0	-2%	\$6,000.0	-4%	30,000	12,500	48,000	39 Seaman F Future
8 SPS Trans. Serv. Edwardsville, Illinois PL	\$2,200.0	+100%	\$5,000.0	-14%	11,200	4,400	14,000	40 Gottschalk's Fresno
9 Dayton Hudson Minneapolis, Minnesota	\$1,919.0	-8%	\$3,821.0	-4%	21,400	7,300	33,384	41 First of America
10 Banc One Dayton, Ohio PL	\$1,723.6	+36%	\$2,060.0	+47%	5,897	2,281	6,759	42 Pier 1 Imports San
11 Spiegel Group Beaverton, Oregon	\$1,719.2	+17%	\$1,431.8	+10%	13,603	3,850	14,827	43 Shoppers Charge
12 Army & Air Force Exchange Dallas, Texas	\$1,382.0	(1)	\$724.0	(1)	1,300	1,200	1,300	44 ZCMI Salt Lake City
13 Limited Credit Serv. Columbus, Ohio	\$1,250.6	0%	\$2,679.7	+16%	27,814	6,670	35,009	45 Jacobson's Jackson
14 Dillard's Phoenix, Arizona	\$1,123.1	+1%	\$2,697.5	+7%	14,800	6,475	24,420	46 UMB Bank Kansas C
15 Circuit City Richmond, Virginia	\$1,039.0	+51%	\$1,500.0	+45%	3,600	1,300	4,500	47 First Chicago NBD
16 Citicorp Retail Serv. Melville, N.Y. PL	\$861.0	-3%	\$2,085.0	-8%	11,700	3,276	15,795	48 Troutman's Empoi
17 American Gen. Fin. Salt Lake City, Utah PL	\$811.6	+4%	\$400.8	-40%	756	323	687	49 Harris Dept. Store
18 Nordstrom Inglewood, Colorado	\$762.7	+16%	\$1,829.0	+4%	8,848	3,500	14,000	50 Gantos Grand Rap
19 Mercantile Credit Baton Rouge, Louisiana	\$650.0	0%	\$1,200.0	0%	4,000	1,800	6,000	Other Private Lab
20 Whirlpool Benton Harbor, Michigan (2)	\$547.3	+39%	\$628.0	+42%	1,275	562	1,275	Other Retailers
21 Jewelers Financial Irving, Texas	\$500.0	0%	\$498.0	-6%	1,573	730	1,573	Total (3)
22 Bridgestone/Firestone Brookpark, Ohio	\$439.0	+3%	\$375.0	-1%	3,850	1,040	3,850	Some prior year figures h
23 National City Columbus, Ohio PL	\$428.0	+17%	\$675.9	+50%	4,327	905	5,192	Nordstrom and Federated
24 Neiman Marcus Group Dallas, Texas	\$395.0	+61%	\$1,300.0	+112%	3,500	1,200	4,650	(1) Was not card-based in
25 Charming Shoppes Bensalem, Pennsylvania	\$394.0	-8%	\$441.0	-18%	8,600	3,400	8,800	duplication from, for exa
26 NationsBank Dover, Delaware PL	\$347.2	+13%	\$291.6	+6%	1,328	685	1,508	similar retail credit progr
27 Saks Fifth Avenue New York, New York	\$333.0	+11%	\$649.3	+14%	3,600	1,435	5,590	OTHER PRIVATE LABEL - I
28 Belk Stores Charlotte, North Carolina	\$308.0	+3%	\$800.0	0%	2,775	1,432	3,900	Commerce B&T Worcester,
29 Carson Pirie Scott Hillside, Illinois	\$278.6	-11%	\$568.3	-10%	2,766	1,087	5,650	Cincinnati, Ohio First Com
30 Sterling Akron, Ohio	\$274.5	+2%	\$496.1	+4%	1,205	517	1,750	Wis. First Nat'l of Comm
31 Proffitts Jackson, Mississippi	\$250.0	+56%	\$700.0	+56%	2,500	1,200	2,500	Liberty Bankcard W Des
32 Specialty Retailers Jacksonville, Texas	\$228.0	+11%	\$420.0	+5%	4,000	2,100	7,348	Savings Olathe, US
								N.Y. C.R. Anthony, Oklaho.
								Allen Interiors Danbury, C
								Worth, Texas Swezey's Pat

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contract awarded to Oberthur in Mexico. Kirk's location in Southern California would make it the logical supplier for Oberthur's expansion into Latin America where immediate opportunities for chip card sales are more promising than in the U.S. Owner Kirk Hyde will sign a three-year contract to remain as CEO. Offices are in Rancho Dominguez, California. (310) 884-7900, fax (310) 884-7903. Prior issue: 622

**FRANCOIS-CHARLES OBERTHUR GROUP**, founded in 1842, is the third largest private bank note printer in the world (after De La Rue and

Giesecke & Devrient) with annual revenues in the \$300-million range. The company is 30% owned by large French banks and 70% owned by Jean-Pierre Savare. It has more than 25% of the world market for instant lottery tickets, is the leading printer of paper checks in France, and produces 60% of all Visa and MasterCard cards in that country. The CP8 Oberthur card plant in Vitre, France, and the Axycarte card personalization service bureau in Dijon, France, are capable of producing 50 million cards annually. CP8 Oberthur, a joint venture one-third owned by Bull, is the world's largest producer of smart cards for banking applications.

Jean-Pierre Savare is Chairman of the Francois-Charles Oberthur Group. 33 (1) 476-38900, fax 33 (1) 441-51030. □

by credit cards they issue on behalf of clients whose name appears on the by the client, including retailers such as Montgomery Ward, Macy's, etc.

	Out-standings (mil.)	% Chg	Charge Volume (mil.)	% Chg	Accounts		Cards Issued (000)
					Total (000)	Active (000)	
Alabama, Virginia	\$197.2	-7%	\$224.0	-12%	331	197	486
Alabama, Florida, Fla	\$193.0	-3%	\$401.0	-7%	2,050	887	3,560
Alabama	\$177.0	-13%	\$287.0	-1%	941	451	1,425
Alabama	\$170.0	+14%	\$270.0	-3%	1,100	470	1,510
Alabama	\$152.7	-56%	\$353.8	-42%	2,580	1,161	4,100
Capital Dallas, Texas PL	\$121.0	-572%	\$136.0	-543%	111	100	111
California, New York	\$85.1	-14%	\$100.2	+13%	247	69	146
California	\$83.5	+6%	\$192.7	+15%	780	331	1,365
Hamazon, Michigan PL	\$81.3	-16%	\$46.1	-25%	170	59	281
Houston, Texas	\$78.3	+25%	\$188.1	+52%	1,637	428	1,937
Illinois, New Jersey PL	\$57.9	+5%	\$130.0	+6%	773	149	733
Illinois	\$54.0	-7%	\$98.0	-7%	247	129	405
Illinois	\$45.4	-5%	\$180.6	-7%	639	185	947
Illinois, Missouri PL	\$42.6	+7%	\$109.0	+9%	298	151	310
Illinois, Michigan PL	\$36.2	-20%	\$43.3	-23%	315	83	464
Illinois, Eugene, Oregon	\$25.8	-4%	\$71.4	-3%	633	208	2,200
Illinois, San Bernardino, Calif	\$25.3	-8%	\$49.2	+4%	350	99	568
Illinois, Michigan	\$25.0	-4%	\$70.0	+8%	600	180	900
Illinois PL	\$139.1	+5%	\$329.1	+7%	941	464	1,057
	\$421.3	-5%	\$929.9	-7%	5,745	1,895	7,936
	\$77,525.4	+16%	\$104,750.3	+10%	431,934	166,905	587,238

have been restated. Excludes co-branded Visa and MasterCard cards of issuers and proprietary oil company cards of GE Capital (Exxon) and Associates (Amoco) in prior years. (2) Includes some third-party credit business. (3) Totals do not include Citicorp as processor for Mercantile and Navy Exchange. Fingerhut and other firms are not included because cards are not issued to customers.

Bank of Louisiana Metairie, La. Bank of Raleigh Beckley, W. Va. Comerica Detroit, Mich. Mass. CrediCard Financial San Antonio, Texas Custom Data Baldwin, N.Y. Fifth Third Community Bluefield, W. Va. First Family Financial Atlanta, Ga. First Financial Stevens Pt., La. First Tennessee Memphis, Tenn. Intrust Bank Wichita, Kans. Jaines Iowa Old Kent Grand Rapids, Mich. Regions Bank Montgomery, Ala. Security Ban Portland, Ore., and others. OTHER RETAILERS - Brooks Brothers New York, La. City, Okla. CWT Specialty So. Attleboro, Mass. Elder-Beerman Dayton, Ohio Ethan Liberty House Honolulu, Hawaii Parisian Birmingham, Ala. Stripling & Cox Fort Snogue, N.Y., and others.

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**Databases** (from page 1) ... accessing on-line verification services. Revenues for this seven-year-old industry were about \$285 million last year, generated by 838 million transactions that averaged 34c each. Depending on volume and information requested, costs range from 13c to 50c for individual inquiries and 2c to 12c for batch inquiries. Information reported by these databases cannot be used to approve or deny credit, but because negative information often signals potential fraud, credit grantors use these databases before paying from \$2 to \$10 for an individual credit report.

The primary service of identity databases is to supply the phone number of a person whose name and address is known, or the name and address when only the phone number is known. Any data search of this type on individuals or companies can be narrowed by telephone area code, postal zip code, city, state, region, or nationally. Volume of inquiries is expected to grow at least 20% annually over the next few years. Identity databases already handle nearly twice as many inquiries as the combined total for the nation's three largest credit bureaus - Equifax, TRW, and Trans Union. (turn to page 9)

# TOP 100 BANK CREDIT CARDS IN THE U.S. — MIDYEAR (JUNE 30)

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OUTSTANDINGS			ISSUER	CHARGE VOLUME			OUTSTANDINGS			ISSUER	CHARGE VOLUME		
Rank	(mil.)	Chg.		Rank	(mil.)	Chg.	Rank	(mil.)	Chg.		Rank	(mil.)	Chg.
1	\$42,800.0	-5%	Citibank	1	\$44,900.0	-13%	51	\$619.0	-31%	Boatmen's Bank	48	\$623.5	-42%
2	\$28,919.0	-35%	MBNA America	3	\$20,288.0	-33%	52	\$606.4	-15%	Navy FCU	51	\$520.5	-4%
3	\$23,500.0	-4%	Chase Manhattan	5	\$15,100.0	-7%	53	\$587.7	-12%	Town North Nat'l	55	\$442.6	+5%
4	\$18,727.8	-1%	First USA	10	\$8,749.2	-34%	54	\$579.2	-13%	Amer. Gen. Financial	72	\$244.3	+5%
5	\$17,484.7	-1%	First Chicago NBD	2	\$21,284.6	-27%	55	\$510.3	-13%	Commerce Bank	53	\$512.7	-13%
6	\$16,607.1	-2%	Household Bank	4	\$15,596.2	-17%	56	\$505.0	-7%	First Tennessee	57	\$419.2	-3%
7	\$13,200.0	-1%	AT&T Universal	6	\$12,741.0	-1%	57	\$501.6	-3%	First Financial	67	\$301.0	-1%
8	\$12,676.0	+4%	Advanta	11	\$8,694.0	+6%	58	\$461.5	-12%	AmSouth Bank	61	\$370.7	-4%
9	\$11,178.5	-1%	Capital One	12	\$8,004.0	-23%	59	\$398.7	-1%	Huntington Nat'l	63	\$344.9	-1%
10	\$9,749.2	-24%	Banc One	13	\$7,794.6	+9%	60	\$370.5	-9%	Union Planters	69	\$284.2	-10%
11	\$9,430.0	-4%	Bank of America	7	\$9,623.0	-1%	61	\$361.0	-1%	Fifth Third	54	\$480.0	-2%
12	\$8,256.7	-28%	NationsBank	8	\$9,173.2	-34%	62	\$355.9	-23%	Star Banc	70	\$260.7	-5%
13	\$6,764.0	-51%	Wells Fargo	14	\$4,968.9	-44%	63	\$351.8	-20%	Columbus B&T	66	\$305.7	-2%
14	\$5,886.4	-20%	First Union	19	\$3,159.5	-13%	64	\$351.7	-10%	Old Kent	52	\$512.9	-10%
15	\$5,631.0	-4%	Provident Bancorp	18	\$3,593.0	-34%	65	\$324.0	-1%	BayBanks	64	\$335.3	+5%
16	\$5,479.7	-13%	Bank of New York	15	\$4,566.5	-12%	66	\$304.9	-27%	Pentagon FCU	75	\$223.8	-14%
17	\$4,934.3	-14%	Associates Nat'l	16	\$3,738.6	-14%	67	\$303.7	-5%	Signet Bank	81	\$168.8	-7%
18	\$4,805.0	-27%	Chevy Chase FSB	21	\$2,945.0	-13%	68	\$298.3	-14%	European American	42	\$729.2	-23%
19	\$4,781.3	-10%	Wachovia Bank	20	\$3,052.4	-24%	69	\$278.2	-12%	Manuf. & Traders	74	\$224.7	-12%
20	\$4,271.3	-12%	First Bank System	9	\$8,910.3	-21%	70	\$271.3	-3%	Union Bank	65	\$318.4	-1%
21	\$3,448.5	-1%	USAA Federal Sav.	17	\$3,655.8	-4%	71	\$270.0	-1%	Nordstrom Nat'l	59	\$395.0	-1%
22	\$3,050.8	-11%	Mellon Bank	23	\$2,210.4	-20%	72	\$265.1	-2%	Bank of Hawaii	71	\$245.6	-4%
23	\$3,037.6	-50%	National City	28	\$1,522.2	-102%	73	\$262.3	-1%	Intrust Bank	86	\$157.6	-26%
24	\$2,810.0	-75%	Fleet Bank	25	\$1,689.3	-33%	74	\$245.7	-24%	Dial Bank	99	\$99.4	+6%
25	\$2,800.0	-1%	GE Capital Consumer	22	\$2,424.8	-9%	75	\$243.4	-33%	Branch B&T	73	\$233.3	-37%
26	\$2,677.2	+9%	First of Omaha	26	\$1,587.3	-3%	76	\$221.0	-20%	First Hawaiian	80	\$172.0	-14%
27	\$2,282.5	-31%	People's Bank	27	\$1,585.2	-40%	77	\$216.7	-2%	Fidelity Trust	58	\$402.6	-13%
28	\$1,934.1	-10%	Marine Midland	24	\$2,157.4	-17%	78	\$204.3	-1%	First Security	77	\$208.8	-2%
29	\$1,788.0	-20%	Barnett Bank	34	\$1,136.6	+2%	79	\$200.4	+21%	First Consum. Nat'l	83	\$157.1	-5%
30	\$1,720.3	+12%	Key Corp.	29	\$1,475.9	-30%	80	\$189.4	+9%	Compass Bank	96	\$115.7	-7%
31	\$1,577.3	-23%	Prudential B&T	31	\$1,165.8	+34%	81	\$187.9	(6)	Beneficial Nat'l	68	\$296.1	(6)
32	\$1,555.2	+12%	CoreStates Bank	38	\$883.4	-5%	82	\$177.5	-4%	First Virginia	76	\$211.0	+11%
33	\$1,522.5	-5%	Crestar Bank	39	\$797.5	-11%	83	\$175.4	-12%	SouthTrust Bank	92	\$131.2	-2%
34	\$1,246.5	-1%	First of America	35	\$1,062.2	-3%	84	\$175.1	-4%	Citizens Bank	95	\$115.7	-5%
35	\$1,228.9	+20%	Mercantile Bank	30	\$1,274.1	+75%	85	\$174.0	+68%	Dial National	94	\$123.0	+75%
36	\$1,130.0	-48%	Norwest Bank	32	\$1,149.5	-21%	86	\$172.2	+72%	Carolina First	97	\$105.0	+92%
37	\$1,068.0	+462%	Direct Merchants	40	\$779.1	+269%	87	\$162.7	+32%	GE Capital Financial	45	\$666.3	+73%
38	\$994.0	+121%	First N. Amer. Nat'l	49	\$605.0	+86%	88	\$160.6	+58%	Fidelity National	98	\$99.7	+62%
39	\$987.0	+16%	PNC Bank	43	\$709.0	+3%	89	\$154.0	-4%	Central Carolina	110	\$74.1	-35%
40	\$905.7	+26%	First Omni	50	\$540.3	+7%	90	\$150.2	+77%	Regions Bank	90	\$134.9	+26%
41	\$905.4	-7%	Harris Trust & Sav.	44	\$696.9	-15%	91	\$149.8	+42%	First Citizens B&T	85	\$158.9	+59%
42	\$857.1	+15%	Travelers Bank	33	\$1,141.4	+22%	92	\$149.0	+11%	AFBA Industrial	84	\$162.7	-6%
43	\$831.6	(6)	Bank of Boston	36	\$995.0	(6)	93	\$144.7	0%	United Missouri	93	\$124.8	-20%
44	\$799.8	-26%	JCPenney Nat'l	62	\$347.5	-18%	94	\$144.2	-2%	Simmons First Nat'l	88	\$139.5	+1%
45	\$771.5	-15%	SunTrust	41	\$760.2	+13%	95	\$131.5	+15%	Boeing Empl. CU	87	\$151.6	+23%
46	\$720.3	-14%	US Bancorp	46	\$660.3	-30%	96	\$130.1	+73%	Nat'l Bank of Commerce	79	\$178.4	+162%
47	\$698.3	+18%	Central Fidelity	60	\$380.5	+16%	97	\$114.2	+19%	Golden 1 CU	100	\$95.6	+14%
48	\$685.4	+12%	Firststar	37	\$919.1	+24%	98	\$112.7	+4%	Patelco CU	102	\$89.2	+85%
49	\$674.2	+57%	First Nat'l of Commerce	47	\$629.3	+64%	99	\$106.9	+96%	1st Financial So. Dak.	117	\$53.2	+79%
50	\$626.5	-31%	Comerica Bank	56	\$441.8	-40%	100	\$106.5	+37%	Texas Independent	82	\$168.2	+59%

**TOP 100** Outstandings **\$314,054.6**  
BANKS Volume **\$265,464.2**

Volume = purchases and cash advances (including balance transfers). (1) Chase Manhattan & Chemical Bank combined. (2) Includes First Interstate. (3) Includes First Fidelity. (4) AFL-CIO portfolio went to Household. (5) Includes Nat'l Westminster outstandings, but only Natwest volume from May and June. (6) Not ranked midyear 1995.



**Databases (from page 7)** Identity database files contain addresses and phone numbers of 140 million of the 196 million adults 18 years and older in the U.S. They claim to cover 101 million households ... although latest census bureau figures show 99 million. The primary source of their data is the National Directory Database (NDD) of 210 million telephone numbers in the nation's 5,200 telephone books — names of individuals and businesses updated on-line by the seven regional Bell operating companies (RBOCs), by local telephone exchanges, and by the telephone industry's own Electronic Directory Assistance (EDA) service.

Each identity database has its own method of enhancing this data using business directories, social security numbers, retail home-delivery services, check-verification services, mail-order houses, warranty services, bankruptcy courts, etc. Such methods of input pick up a large portion of the 20 million unlisted phone numbers not reported by telephone companies and not available in any list form.

**FIRST DATA INFOSOURCE** is the exclusive distributor of a database compiled by Donnelley Marketing and maintained by InfoSource in-house. (Donnelley was formerly a unit of Dun and Bradstreet.) The InfoSource business database is supplied by American Business Information. "FastData" combines these databases with the EDA. "FirstPursuit" supplies credit-based data obtained from Equifax and Trans Union.

"CityScope" is a directory to local, state, and government agencies, cable TV networks, etc. InfoSource, which started out as the exclusive contractor to the U.S. Postal Service's National Change of Address (NCOA) program in 1989, is one of three units under the newly formed First Data Solutions division of publicly owned First Data Corp. Out of 600 InfoSource clients, 450 are not customers of FDC. Major clients of InfoSource include American Express, Discover, Chase, and GE Capital. Prior issue: 623

**METROMAIL ON-LINE SERVICES**, the on-line reference division of Metromail Corp., is one of the nation's three largest direct-marketing companies. "MetroNet" database sources provide the same directory assistance information given by telephone operators (411) in many regions of the country. "CheckPoint" is an on-line interactive service for editing and validating consumer information and for indicating known high-risk information matches. Response codes let clients develop proprietary evaluative criteria for interpreting the relative fraud risk associated with the information received. Besides on-line, real time access (stand-alone or client-system integrated), MetroNet and CheckPoint are accessible via batch processing. Prior issues: 517, 511, 476, 472

**FIND AMERICA**, a unit of AT&T WorldNet formed in 1990, provides batch and interactive alternatives to using directory assistance operators or looking up individual phone numbers in telephone directories. Clients use personal computers and larger systems to initiate searches in batch form which FindAmerica reformats for access into EDA or NDD. Sophisticated matching logic is used to search and customize results from each batch submitted. A new service, to be introduced on the internet next month, is claimed by Find America to be more comprehensive than any other white-page listings now available. Prior issues: 624, 559

**DIRECTORYNET** is a subsidiary of Telstra (formerly Telecom Australia), which launched the original DirectoryNet service in Australia in 1986 and in America in 1990. DirectoryNet lets personal computers access both NDD and EDA services for batch inquiries in an unattended mode. Prior issues: 548, 523, 508

**BUSINESS TRANSACTION EXPRESS** is a privately held company founded in 1993 using experience gained from the founder's 10 years experience in

skip-tracing and verification of credit applications at Fingerhut, one of the nation's leading mail-order marketers. BTE claims to have the largest phone-number file in the country because it includes some data not available from public sources such as telephone directories. BTE also claims its PC file-server architecture is more flexible, enabling searches that are faster than the competition. Some of the BTE identity databases are available in HNC Software's new Falcon Sentry application-fraud detection system. Other databases include bankruptcy, social security, demographic, and high-risk fraud information. Clients include American Express, First USA, Columbia House, Citibank, and HNC Software. Prior issue: 621 □

#### LARGEST CUSTOMERS OF IDENTITY DATABASES

1. Bank Card Issuers
2. Collection Agencies
3. Retail Card Issuers
4. Insurance Companies
5. Direct Marketers
6. Check Guarantee Firms
7. Home Delivery Services
8. Research Organizations
9. Advertising Agencies
10. Mail Order Companies
11. Credit Bureaus
12. Government Agencies

#### IDENTITY VERIFICATION SERVICES Ranked by volume of business — 1995

1. **First Data InfoSource** (First Data Corp.) Mike Ceppert is VP Marketing in Omaha, Nebraska, (402) 498-6151, fax (402) 498-7554.
2. **Metromail On-line Services** Chuck Sokolich is Marketing Manager in Lombard, Illinois, (630) 932-2580, fax (630) 916-1336.
3. **Find America (AT&T)** Daniel Kerth is Nat'l Manager in Chester, N.J., (908) 879-3520, fax (908) 879-3522.
4. **DirectoryNet (Telstra)** Jack Lewis is VP Sales in Atlanta, Georgia, (770) 512-5090, fax (770) 512-5091.
5. **Business Transaction Express** Michael Sattler is Executive VP in St. Cloud, Minnesota, (320) 253-7722, fax (320) 253-6886.

**China** (from page 1) ... totalled 14.1 million and generated \$115.80 billion in volume. PBOC figures show 91% of cards tied to personal accounts and 9% to commercial accounts, while volume was almost the reverse ... commercial funds transfers and commercial cash withdrawals accounted for 93% and only 7% was spending on personal

<b>PERSONAL CARD ISSUERS — CHINA</b>		
Source: People's Bank of China (the country's central bank)		
Issuing Bank	Volume (billion)	Cards ('000)
Indust. & Comm. Bank of China (ICBC)	\$4.74	5,416
Bank of China (BOC)	\$1.67	2,144
Construction Bank of China (CCB)	\$1.02	2,534
Agricultural Bank of China (ABC)	\$0.19	2,505
Bank of Communications (BOCOM)	\$0.01	238
Shenzhen Development Bank (SDB)	<\$0.01	16
Guangdong Development Bank (GDB)	<\$0.01	2
<b>TOTAL PERSONAL CARD MARKET</b>	<b>\$7.63</b>	<b>12,856</b>

*Volume is spending at retailers only (excludes cash withdrawals and funds transfers). Cards are MasterCard, Visa, & proprietary debit cards issued for personal use.*

and there are no card authorizations or management-information reports generated for issuers or their clients. Cards are essentially used for identification in a paper-based payment system tied to bank card accounts.

**RECONCILIATION OF MASTERCARD/VISA DATA.** According to MasterCard and Visa, members in China had issued 18.0 million cards with Visa and MasterCard holograms at year-end 1995, which exceeds the People's Bank of China figure by almost four million. The actual difference between what banks reported to PBOC versus what they reported to

MasterCard and Visa is closer to six million since PBOC includes over two million commercial and personal cards that are neither Visa nor MasterCard.

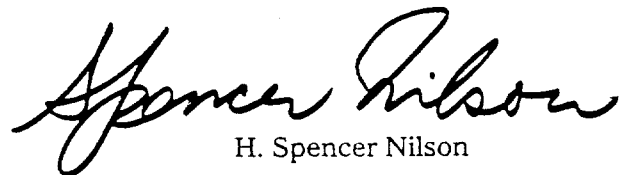
According to PBOC, MasterCard/Visa cards were used to make more than \$108.11 billion worth of business-to-business funds transfers and large cash withdrawals to settle commercial invoices ... according to MasterCard and Visa, this activity totalled \$100.60 billion. Use of Visa/MasterCard cards for retail purchases, according to the associations, exceeded \$8.50 billion. This compares to \$7.63 billion reported by PBOC. □

<b>MASTERCARD AND VISA IN CHINA</b>				
Brand	Cards (mil.)	Volume (billion)		
		Coml.	Personal	Total
MasterCard	9.8	\$49.4	\$4.3	\$53.7
Visa	8.2	\$51.2	\$4.2	\$55.4

*All cards are debit. Commercial volume is business-to-business funds transfers and cash withdrawals used to pay commercial invoices. Personal volume is spending at retailers. The 2.1 million proprietary cards generated \$1.6 billion in volume, of which \$0.1 was commercial cash withdrawals and \$1.5 billion was for retail purchases.*

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August 15, 1996

  
 H. Spencer Nilson

<b>COMMERCIAL CARD ISSUERS — CHINA</b>		
Source: People's Bank of China		
Bank	Volume (billion)	Cards ('000)
BOC	\$33.26	378.0
ICBC	\$31.98	431.0
ABC	\$24.20	305.7
CCB	\$17.94	136.8
BOCOM	\$0.72	6.4
SDB	<\$0.01	<0.1
GDB	<\$0.01	<0.1
<b>TOTAL COMMERCIAL CARD MARKET</b>	<b>\$108.11</b>	<b>1,253.1</b>

*Volume is business-to-business funds transfers and cash withdrawals to pay commercial invoices. Cards are Visa, MasterCard, and proprietary debit cards. Proprietary cards generate cash withdrawals but no funds transfers.*