



Giesecke+Devrient

# Convego® Card Designer: Empower their creativity, activate their loyalty



In a world of fewer branches, the card takes on a greater role as a physical link to the issuer's brand. Convego® Card Designer turns a payment device into a treasured personal possession—by making consumer creativity the star.

As technology is now the driving force in financial services, the banking experience for consumers is becoming very impersonal, even cold: a series of passive transactions, with a lack of human interaction between consumer and issuer. Convego® Card Designer turns this problem into an opportunity.

Seamlessly integrated with your banking website and mobile app, consumers can now personalize their cards and also order other payment devices—from wearables and wallets to novel options like different toys. Consumers can also pre-select an image or choose from a gallery of copyrighted images as a design for their own payment card. It's fun—but also very personal. And doing so fosters a meaningful connection to the issuing brand.

This allows the issuer to position itself not only as a financial services provider, but as a trusted companion at all stages of banking experience.

## Taking their investments anywhere

Customers can now use Convego® Card Designer to print their owned Non-Fungible Tokens (NFTs) on their payment card - enabling them to hold on to a tangible reminder of their asset every time they pay. With such a strong reminder of their investment, banks can be reassured of their

customers' emotional bond to their card, and therefore to their relationship with the bank too. When banks offer their customers the chance to display their investment anywhere, they'll be attracted to that bank's service, reach for their card first, choose to stay with them longer, and ensure that bank's card remains 'top of wallet' throughout their entire relationship.



## Why choose Convego® Card Designer?

### Part of the issuance process:

Convego® Card Designer can be fully integrated within the banking website and mobile app of the issuing institution, maintaining a smooth brand experience.

### Opportunities for brand-building:

In addition to uploading their own photos, consumers can choose from a themed set supplied by the issuing institution.

### Professional backend portal:

Set up and configure user services with an easy-to-use interface.

### Standard production process streamline issuance:

Issuing banks transmit card manufacturing data to Giesecke+Devrient (G+D) securely and simply, as part of the Smart Issuance process.

### Fresh revenue stream for issuer:

Consumers willing to pay a premium for personalized devices and services combined.

## Convego® Card Designer in action



User shoots a picture on their smartphone



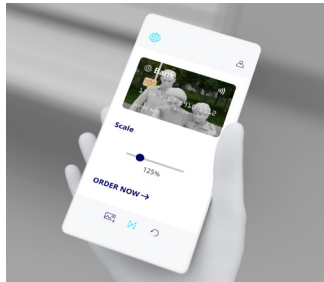
User selects "design own card" option



User then uploads their own photograph



or they can also select card image from gallery



User customizes the image



User orders the card to preferred address

### Uploading an owned image

1. Consumer is informed about which images are acceptable
2. Consumer uploads image from their device (JPEG or PNG, up to 5Mb)
3. Consumer edits image, with a simple and intuitive UX
4. Optionally, consumer can order other form factors or card types: metal, wood, biometric...
5. Consumer orders the card, G+D produces and delivers

### Choosing a themed picture

1. Issuing institution defines images, visible to consumers from a theme-based gallery
2. Optionally, issuers can add / remove other form factors which can be ordered from the gallery
3. Issuer can refresh these images from the gallery as needed to take advantage of promotions, limited-edition offers, or partnerships
4. Consumer orders the card, G+D produces and delivers

### Convego® Card Designer features

- Part of integrated G+D issuance process
- Secure by design, with support for global standards
- Integrated into institution's own banking app

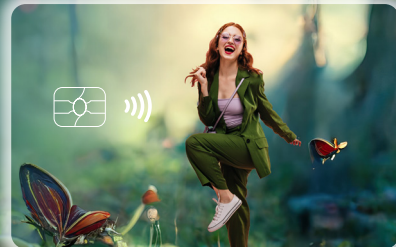
### About Giesecke+Devrient

Giesecke+Devrient (G+D) is a global SecurityTech company headquartered in Munich, Germany. G+D makes the lives of billions of people more secure. The company shapes trust in the digital age, with built-in security technology in three segments: Digital Security, Financial Platforms and Currency Technology.

G+D was founded in 1852 and today has a workforce of more than 14,000 employees. In the fiscal year 2022, the company generated a turnover of 2.53 billion euros. G+D is represented by 123 subsidiaries and joint ventures in 40 countries. Further information: [www.gi-de.com](http://www.gi-de.com).

### Machine-led creativity

Convego® Card Designer allows customers to truly create anything their imagination can conjure. All thanks to the power of machine learning and generative AI. With just a few well-chosen words your customer can describe the card of their dreams and our sophisticated generative AI technology will create a truly unique image - one that's completely their own creation and available nowhere else. From there, Convego® Card Designer can even use sophisticated cryptography to digitally 'sign' this design as an NFT, so your customers can truly call this image their own - taking the design, and your payment card - into their hearts.



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