



IDEMIA partners with MBH Bank to facilitate banking for visually impaired customers in Hungary

IDEMIA helps MBH Bank become the first bank in Hungary to offer the inclusive Touch Card.

PAYMENT

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MBH Bank, one of Hungary's major financial institutions, becomes the first bank in Hungary to offer the innovative and inclusive Touch Card, a product co-invented by IDEMIA and Mastercard.

With Touch Card, MBH Bank seeks to respond to a market need for payment products that are "inclusive by design".

This introduction marks a significant moment in the Hungarian banking sector, as it is the country's first deployment of such a product. This launch highlights MBH Bank's commitment to setting the standard for accessibility and innovation in their market.

At MBH Bank, inclusivity has always been important to us, ensuring that all people can live a fulfilling life. For this purpose, we have made Touch Card available for the first time on the Hungarian market, which ensures convenience and security of payments for blind and partially sighted people. We thank all our partners for their support for taking this very important step.

Ildikó Ginzer, Chief Business Officer of Standard at MBH Bank

Touch Card offers three distinctly shaped notches that help people differentiate between their debit, credit, and prepaid cards. This tactile innovation allows consumers to correctly orient the card and know which payment card they are using.

Touch Card has been awarded "Best Payments Led Financial Inclusion Initiative by a Vendor" at the 2023 Global Payments Innovation Awards organized by The Digital Banker, a financial news, business intelligence, and research company.

IDEMIA is proud to support MBH Bank's ambition of leading the way in banking innovation in the Hungarian market with our Touch Card offer, co-invented with Mastercard. This collaboration further cements our commitment to introducing inclusive, purpose-built products that cater to the diverse needs of the market.

Aaron Davis, Payment Services Senior VP for Europe, IDEMIA