

MasterCard: Purchase with Purpose

Purchase with Purpose is the platform for MasterCard's social responsibility and citizenship efforts across the Asia/Pacific, Middle East and Africa region. It is at the heart of a drive by MasterCard to encourage responsible spending and make a difference, either to one's own life or someone else's.

Purchase with Purpose enables cardholders to play a part in giving back to the community when they use their MasterCard cards. It supports key areas of focus for MasterCard—women and education—by giving the underprivileged a chance at learning a skill, championing further education, raising awareness of health issues, supporting the cause for environmental protection, among others.

Some of the initiatives that currently reside on the Purchase with Purpose platform include the following:

MasterCard and Hotel de la Paix's 'Pushbike' Initiative

MasterCard Worldwide is enabling more children in Cambodia to make it to school with ease. Its latest initiative with Hotel de la Paix raised funds for 397 bicycles to be purchased for needy children from Siem Reap's outlying villages, providing them a means of transportation to get to school.

As part of Hotel de la Paix's 'Pushbike' initiative, MasterCard donated one bicycle for every room paid for with a MasterCard card between 1 September and 31 December 2008. Beneficiaries of the bicycles include the Sangkheum Center orphanage, Sunrise orphanage, Green Gecko orphanage, Life and Hope association, the Shinta Mani Hotel School and New Hope community project.

The 'Pushbike' initiative has a multiplier effect in helping needy children. Since children often share a bicycle, it helps not just one but up to three children in a family, who will use the bike to get to school. The donation of bicycles also has an important long term impact on society, in ensuring children are not deterred from being schooled by the lack of transportation.

Hotel de la Paix is a luxury hotel in Siem Reap with an active involvement in helping the local community. Through its program 'Community Connections', the hotel reaches out to needy families by providing them with basic necessities such as food and personal amenity kits, while helping them with their livelihood. Working alongside the hotel, MasterCard seeks to enable cardholders to contribute to the local community, while fostering cross-cultural understanding and sensitivity through tourism.

Go Red For Women presented by MasterCard

MasterCard, in support of the Singapore Heart Foundation, launched *Go Red For Women presented by MasterCard* in May 2009 to raise awareness of heart disease – the No.1 killer of women worldwide. The initiative links back to the international Go Red For Women movement that aims to empower women with the knowledge and tools to take better care of their own and their families' heart health. *Go Red For Women presented by MasterCard* involves ten rising fashion designers from Singapore, Malaysia, Indonesia, Thailand and the Philippines each creating their own masterpiece of a red dress to be

auctioned for the cause. The dresses are designed to the theme of “Inspiration and Innovation” in line with the theme of the Audi Fashion Festival 2009 in Singapore of which MasterCard was a sponsor, are on auction online from 8 May to 7 June 2009. More details are available at www.mastercard.com/sea or www.myheart.org.sg

Live Green, Shop Green

The *Live Green, Shop Green* movement started in China in 2008 in response to the State Council’s call to reduce consumption of plastic bags. Targeting women, who are the key decision makers of household expenditure and play a significant role in selecting environmentally friendly products, the program encouraged some 800,000 families in the Chaoyang district to go green and protect the environment. Environmentally-friendly shopping bags designed by Fat Rabbit Zhouzhou, a well-known local environmentalist, were donated to the All-China Women's Federation. Each of the bags featured the MasterCard Priceless tagline – “Saving our Planet: Priceless.” A similar campaign was also held in Taiwan last year.

This year, *Live Green, Shop Green* returns in China in a different form – environmentally-friendly, stainless steel reusable chopsticks will be presented to diners in participating hotels on 5 June, World Environment Day, as a reminder to do their part in protecting the environment. (IMPORTANT: Please note information on this year’s Live Green, Shop Green initiative in China is on embargo till 5 June 2009)

MasterCard Scholarships for Industry Professionals

MasterCard has been a strong supporter of education and has been working with renowned institutions to provide professionals in the travel and tourism, and luxury industries with a chance to enhance their knowledge and skills.

The MasterCard-U21Global scholarship program was launched in 2006 to empower women executives through education to realize their full potential. It comprises 20 annual scholarships for the U21Global Postgraduate Diploma of Business Administration. The program is intended for graduates who want to develop skills in the management and marketing of tourism and travel products and programs. The course was developed by U21Global, a leader in quality graduate online education for working executives and professionals, in conjunction with the Christel DeHaan Tourism and Travel Research Institute, a part of Nottingham University Business School. Students completing the Diploma can qualify for the University of Nottingham Master of Science in Tourism and Travel Management. The first batch of graduates from the program was announced in April 2009. More information on the program’s next intake is available at www.u21global.edu.sg/mastercard.

The MasterCard-ESSEC Luxury Brand Management Executive Program, now in its third year, is designed to equip professionals in the luxury retail and services industry with an understanding of current branding, management and consumer trends. The program comprises scholarships for a four-day intensive course run by the prestigious ESSEC Business School. The renowned French institution runs the world’s only luxury brand management MBA program, which has become a reference point for the global luxury industry. This unique curriculum had previously only been taught at ESSEC’s campus in

France. Through the MasterCard-ESSEC Luxury Brand Management Executive Program, selected modules have been made available to industry professionals in Asia/Pacific, Middle East and Africa.

MasterCard–Great Singapore Sale ‘Shop for a Cause’ Night

In the spirit of giving back to the community, MasterCard provided 20 people with S\$2,000 each on pre-paid MasterCard cards to be spent on items for donation to their chosen charity at the Great Singapore Sale 2008. The MasterCard–Great Singapore Sale ‘Shop for a Cause’ Night saw participants shopping up a storm at participating malls along the Orchard Road shopping stretch, all in the name of charity. The 20 charity shoppers, three invited media participants, and their companions covered top shopping mall destinations—Paragon, Tangs, Wisma Atria and Plaza Singapura—scouring the shelves for great deals and the best gifts. Retailers at these malls offered special GSS benefits to MasterCard cardholders, allowing the charity shoppers to stretch their spending dollar.

The Payatas Women Project in the Philippines

MasterCard supports the Payatas women project in the Philippines through the Rags2Riches social entrepreneurship program. Payatas is a large, open dumpsite in Quezon City in the Philippines, with more than 60,000 people living in the shanty town that surrounds the dump and scavenging for recyclables to make a meager living. For years, the women in the Payatas community have contributed to their families’ livelihoods by weaving scrap cloth into rugs for sale. Earning less than an hour’s minimum wage for a whole week’s labor, they were unable to tip the scales in their favor. This continued for years until Rags2Riches, a social entrepreneurship outreach program helped transform lives by recognizing the true value of the Payatas women's work. The program has enabled the Payatas women to create designer fashion items using locally produced textiles and giving them direct access to the market.

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