

# Cielo SA in Financial Cards and Payments (Brazil)

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## Abstracts

Cielo is expected to maintain its leading position in the merchant acquiring and payment processing industry in Brazil, despite the end of the company's exclusivity to capture Elo, Amex, Alelo, and AgroCard, expected for the beginning of 2015. This will be compensated by the simultaneous end of Rede's exclusivity to capture Hiper and Ticket. Cielo will face the increasing competition from Rede and Santander/GetNet through a strategy based on service diversification and the more efficient...

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