

# Green Dot Corp in Financial Cards and Payments (USA)

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## Abstracts

Green Dot is the largest issuer of general purpose reloadable pre-paid cards, providing cards at more than 90,000 retail locations of various national merchants. The cards target middle- to low-income consumers who typically do not have access to or do not access traditional financial services. The Visa- or MasterCard-branded cards can be reloaded at POS terminals of participating merchants, or through online balance transfer. The company became publicly listed in an oversubscribed IPO in 2010.

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