

Rede SA in Financial Cards and Payments (Brazil)

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Abstracts

With its new organisational transformation since October 2013, Rede is focused on regaining lost shares in card processing and acquiring. Even though its priority will continue being the B2B client, it expects to see larger growth in business-to-customer because of the digital and mobile evolutions which are occurring in Brazilian financial cards and which might transform financial payments. It will, however, continue facing strong competition from the leader Cielo as well as from new players...

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