

Servired in Financial Cards and Payments (Spain)

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Abstracts

Servired (Sociedad Española de Medios de Pago, SA) is the leading domestic card payment scheme with 33,969 ATMs operating in Spain and allowing transactions at nearly one million retail establishments throughout Spain. Servired aims to maintain its strong position in financial cards and payments in Spain by focusing its efforts on increasing the penetration of financial cards generally across the country. However, during the forecast period, the strategic direction of Servired is set to be...

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