

# Shinhan Card Co Ltd in Financial Cards and Payments (South Korea)

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## Abstracts

Shinhan Card Co remained the leading player in card payment transactions in 2013, due to its high market share in personal credit card transactions and open-loop prepaid card transactions. However, in debit transactions, the company ranks only third. This may work as a threat in the forecast period since the financial card market trend is focused on debit transaction growth. Shinhan Card holds Shinhan Bank as its affiliate, and expects to strengthen its debit card business through co-working.

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