

Turkiye Is Bankasi AS in Financial Cards and Payments (Turkey)

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Abstracts

Turkiye Is Bankasi seeks to increase its share in the market through differentiating its products from those of other banks. From 2013, the company's Maximum Kart credit card could be used as a "Museum Card", giving free access to more than 300 museums and historical sites in the country. Also, the company's contactless credit card could be used to pay for municipal buses and trams within the province of Konya from 2013.

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