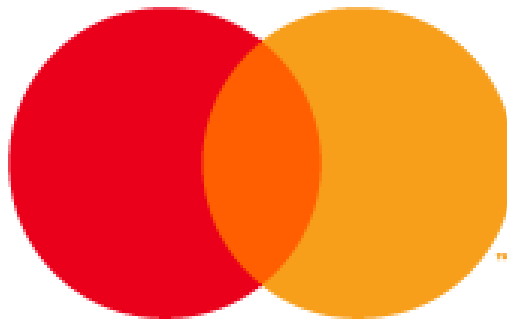


News Release

Mastercard Evolves Its Brand Mark by Dropping its Name

Digital Payment Company Adapts to a Digital Environment in a Move to Become a Symbol Brand

Hong Kong, January 8, 2019 – Mastercard today announced that it is dropping its name from its iconic brand mark in select contexts. The interlocking red and yellow circles, referred to as the Mastercard Symbol, will now stand on its own across cards using the red and yellow brand mark, acceptance marks at retail locations both in the physical and digital worlds, and major sponsorship properties. As the consumer and commerce landscape continues to evolve, the Mastercard Symbol represents Mastercard better than one word ever could, and the flexible modern design will allow it to work seamlessly across the digital landscape.



"Reinvention in the digital age calls for modern simplicity," said Raja Rajamannar, chief marketing and communication officer at Mastercard. "And with more than 80 percent of people spontaneously recognizing the Mastercard Symbol without the word 'mastercard,' we felt ready to take this next step in our brand evolution. We are proud of our rich brand heritage and are excited to see the iconic circles standing on their own."

The red and yellow interlocking circles have been the hallmark of the Mastercard brand for more than 50 years, symbolizing the brand's promise to connect people to Priceless possibilities. The instantaneously recognizable circles are a powerful symbol that bring people closer to their passions and give them the confidence and trust that their transactions are secure.

"We live in a time where, increasingly, we communicate not through words but through icons and symbols. Mastercard has had the great fortune of being represented by two interlocking circles, one red, one yellow, since its founding in 1966, said Michael Bierut, partner at Pentagram. "Now, by allowing this symbol to shine on its own, Mastercard enters an elite cadre of brands that are represented not by name, but by symbol: an apple, a target, a swoosh. Mastercard's two interlocking circles have always represented their commitment to connecting people. Now, that commitment is given greater presence by Mastercard's status as a symbol brand."

About Mastercard

Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardAP](https://twitter.com/MastercardAP), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

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