

# A BRIEF HISTORY OF PIF



Since 2007, PIF has consistently delivered positive outcomes for its members and the converging worlds of prepaid and fintech. Explore our milestones and see how we use our voice.

## 2007 - PIF IS BORN

**Issue** - Regulatory uncertainty and scarce knowledge of robust and profitable business models dominate the prepaid industry's agenda. The industry needs to come together to make a difference in a sector that has the potential to improve the financial lives of millions of consumers around the world.

**Solution** - PIF is formed to drive certainty, build awareness and create opportunity.

## 2008 - PIF RAISES THE BAR

**Issue** - Despite increased globalisation and improved propositions, the prepaid sector is in serious danger of reputation risk. Alleged money laundering and cowboy operators are harming the industry.

**Solution** - PIF launches an Issuer Code of Conduct. The code calls on its members to always act in the best interests of consumers, encourage sound business practice and comply with the rules and regulations that govern the sector.

## 2009 - PIF EXTENDS ITS INFLUENCE

**Issue** - Further proposition development triggers regulatory scrutiny and proposed new rules threaten to stall innovation. There is a need for a uniform voice to provide technical guidance and lobby for fair and proportionate regulation.

**Solution** - PIF brings industry-leading legal expertise to bear on proposed new payment services and e-money legislation and cements its position with regulators and government departments as a go-to industry body.

## 2012 - PIF DEFLECTS MISINFORMED OPINION

**Issue** - The prepaid sector lands on the radar of law enforcement agencies. Policy influencers eye restrictions on 'anonymous' prepaid cards.

**Solution** - PIF publishes ground-breaking technical guidance to drive understanding of Simplified Due Diligence in prepaid and dispel the myths.

## 2013 - PIF DEFENDS THE GROWTH OF THE SECTOR

**Issue** - A leading banker warns that the banking sector "would leverage their market power to battle disruptors" and "stop them from eating our lunch".

**Solution** - PIF uses this statement as crucial evidence and as a result, competition and access was identified as a current failing in the UK government's consultation on "Opening up UK Payments".

## 2015 - PIF POSITIONS PREPAID AS A DRIVING FORCE FOR FINTECHS

**Issue** - The adoption of prepaid technology continues to gather pace but there is a need to extol the virtues of prepaid as powerful force for change and opportunity.

**Solution** - PIF hosts its inaugural Innovation Day to highlight the game-changing propositions powered by prepaid and the ability of prepaid technology to solve a multitude of customer needs.

## 2016 - PIF DEEPENS DIALOGUE WITH EU POLICY INFLUENCERS

**Issue** - The prepaid sector comes under intense scrutiny following the 2015 terrorist attacks in France. Legislators and law enforcement eye restrictions on the prepaid business model.

**Solution** - PIF informs the UK government's response to the legislative process to step up controls on anonymous prepaid cards, provides technical guidance to EU policy influencers and proposes solutions.

## 2017 - PIF LOBBIES FOR FINTECHS

**Issue** - The EU Commission proposal to include certain types of prepaid card within the definition of cash under the Cash Controls regulation threatens high value bank account equivalent products and corporate cards.

**Solution** - PIF warns legislators that the proposal is unworkable, ambiguous and ignores the true nature of all types of prepaid card. The proposal was amended to include only 'anonymous' prepaid cards.

## 2018 - EU PARLIAMENT INVITES PIF TO BRUSSELS

**Issue** - The EU Special Committee on Terrorism warns in a Public Hearing that "the use of prepaid cards to fund terrorism is widespread" despite the reduction in limits imposed by the amended fourth anti-money laundering Directive.

**Solution** - PIF meets the Committee to provide technical guidance and proposed solutions to avert further regulatory scrutiny.