

# The association representing the interests of the prepaid sector in Germany

A strong voice to be heard.

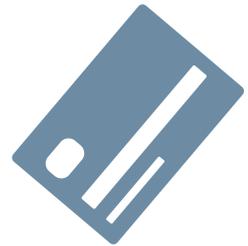
**“The prepaid industry – a hidden champion in economic power. Millions of consumers use the wide variety of prepaid products on a regular basis.”**

# Interests must be represented

When we unite as one voice, things can be changed. This is particularly true when business concerns are raised where laws are drafted, revised and passed, i.e. in Berlin and Brussels. These guidelines have a significant impact on the entire prepaid industry. And the association exists for the benefit of that industry. The PVD represents the common interests of the industry – which is quite diverse in terms of dealers, distributors, processors and users of prepaid products – to political decision-makers at regulatory authorities and ministries and keeps association members informed about current developments as well as planned regulatory requirements and those that have come into force.

Only those who know the context really understand. That is why the association maintains a continuous dialogue with the media and the public, educating them and thus increasing the transparency of the numerous different prepaid offers.

Targeted action needs the transfer of knowledge, so the PVD organises regular meetings with members to let them exchange experiences and ideas. These meetings form the basis for effectively advocating for the interests of the various prepaid companies.





Prepaid mobile phones



Prepaid credit cards



E-vouchers



Gift cards

One industry, many opportunities



Loyalty systems



Payment cards



Voucher cards



E-wallets

# An overview of the PVD

The planned revision of Germany's Money Laundering Act in 2011 highlighted the glaring lack of lobbyists for the prepaid industry. If this law had been implemented as planned, it would have had fatal consequences for the industry. That was the impetus for the founding of the Prepaid Forum Deutschland (PFD) in Frankfurt am Main on 15 June 2011. One year later, the association was registered as a society in the city under the number VR 14917.

Within a few months, the association was able to position itself as the organisation of the prepaid sector active in Germany. To reflect this, the association's name was officially changed to Prepaid Verband Deutschland (Prepaid Association of Germany (PVD)) in October 2013. The PVD left Hesse in order to pursue a more intensive and personal exchange with supervisory authorities and the ministry, and has been based in Berlin since 2018. From its base in the capital, the association acts on behalf of its members on a daily basis.

With the Prepaid Congress, which was held for the first time in autumn 2014, the association offers an attractive annual event for members, interested parties from the entire industry and the public. It has long been a fixed date in the calendar for many.

Since 2017, the PVD has published the free biannual magazine PVD News. Naturally enough, it's all about news from and for the prepaid industry – presented in a detailed and understandable way.

# Dedicated to our members

Entrepreneurial activity is far smoother with a strong partner at your side. This is particularly the case if the partner reliably represents companies' interests in the correct places while also keeping the companies informed of new developments. Why? Because this leaves far more time to dedicate to business operations. So it simply pays to be a member.

## **Among the members of the PVD are**

- Issuers of prepaid products
- Providers of loyalty systems
- Processors
- Card organisations and
- Distributors of prepaid payment products in the retail sector.



You can find more information at:

[www.prepaidverband.de/en/become-a-member/](http://www.prepaidverband.de/en/become-a-member/)

**»Following the nationwide introduction of virtual top-up and card products under the name eValue on 1.1.2015, further points of contact with PVD members have been established. Against this background and taking into account our medium-term expectations and goals for eValue, we would like to continue to network and also contribute to the work of the PVD in an appropriate form and place.«**

Wolfgang Brüssow, Deutsche Post AG

# The prepaid sector is our profession

The PVD is driven by the common interests of its members in all areas of the prepaid economy. This includes collecting, processing and disseminating market information and legislative proposals at national and international level.



Zahlungsdienste-  
aufsichtsgesetz

1. und 2. Zahlungsdiensterichtlinie

Zahlungsinstituts-PrüfungsberichtVO

Zahlungskonto-IdentitätsprüfungVO

**Datenschutz**

Einführungsgesetz zum BGB

Zahlungskontenrichtlinie

EU-Verordnung 575/2013

**EU-Verordnung 924/2009**

Kreditwesengesetz

2. E-Geld-Richtlinie

Identifikation

**Zahlungsinstituts-RechnungslegungsVO**

EU-Verordnung 2015/847

**ZAG-AnzeigenVO**

EU-Verordnung 2015/751

4. und 5.  
Geldwäscherichtlinie

**Verbraucherschutz**

Abgabenordnung

ZAG-Instituts-EigenkapitalVO

**EU-Verordnung 260/2012**

Zahlungskontengesetz

Bürgerliches Gesetzbuch

**ZAG-MonatsausweisVO**

Zahlungsinstituts-  
PrüfungsberichtVO

AgentennachweisVO

**Geldwäschegesetz**

EU-Richtlinie 2016 1065

# If you want to achieve something, you have to act

Day after day, the association remains active on behalf of the industry. Its spectrum of activities is broad.

## **General meetings**

Two to three PVD general meetings are held annually. Members receive written invitations to these meetings. During the Prepaid Congress, a general meeting will be held in camera.

## **Round table discussions**

In order to discuss regulatory topics, the PVD holds periodic round table discussions with representatives of Germany's Federal Financial Supervisory Authority and Federal Ministry of Finance.

## **Drafting opinions**

The association takes a position on legal developments and drafts via communiqués in the interest of the prepaid industry.

## **Working groups**

Various working groups are open for concrete and effective work within the association. The majority of the members are active in one or more of the working groups, who meet regularly. The members are informed about the results of these meetings by e-mail or in the general meetings; they may also be called upon to vote on said results. The coordinators of the working groups in question also serve on the board.

## **Press relations**

In order to inform and promote understanding of this industry and the various prepaid products, the PVD actively engages in press and public relations work.

## **Mailings**

PVD members are kept regularly informed about current topics concerning the prepaid industry, the market and upcoming changes in the law.

### **Exchange of information**

The PVD maintains a lively dialogue as well as a close exchange of information and ideas with other associations such as the national trade association (Handelsverband, HDE).

### **Representation**

The association maintains a presence at the conferences and trade fairs of the prepaid sector.

### **Prepaid Congress**

The PVD has been organising the annual Prepaid Congress since 2014. Preparations need to start well in advance with the selection of topics and speakers.

### **PVD News**

Since 2017, the free biannual magazine PVD News has been published with news from and for the prepaid industry.





Join us!

Once again, you can register conveniently online for this year's Prepaid Congress at

[www.prepaidkongress.de](http://www.prepaidkongress.de)

## A day of knowledge: the Prepaid Congress

Thanks to its high-calibre speakers from trade, industry and government, the topicality of the topics covered as well and the opportunity it affords for personal exchange and the cultivation of important contacts, the Prepaid Congress established itself within a few years. For one day, everything revolves around knowledge relevant to our sector, such as current legal guidelines and their impact on the industry, as well as trends in the prepaid industry. This event is aimed at issuers, distributors, processors and users of prepaid products and other interested parties.

# The PVD News for everyone who wants to know more

Drawing up analyses, developing strategies, defining marketing goals, taking a position on regulatory projects, maintaining contacts with important decision-makers in the supervisory authorities and ministries, keeping a close eye on legal developments, keeping members, the media and the public abreast of news, organising the Prepaid Congress – there is a lot for the PVD to do every day.

First published in 2017, the free biannual magazine PVD News provides information on the precise activities of the association. The magazine provides insights into the areas of responsibility of the individual working groups and shows how the PVD works tirelessly for its members and

the prepaid industry. Of course, current regulatory changes and their effects also make up a significant proportion of the magazine's content. Detailed reports explain what consequences regulatory changes will have for the industry. This background information is elementary and almost indispensable when it comes to running our businesses effectively.

You want to stay up to date, take a peek behind the scenes and find out more about legal guidelines? Just send an e-mail to [redaktion@prepaidverband.de](mailto:redaktion@prepaidverband.de) and PVD News will be sent to you free of charge.



# The Executive Board



**Jonny Natelberg**

Consulting /  
Corporate Affairs



**Christian Aubry**

Edenred Deutschland GmbH,  
Managing Director



**Dr. Hartwig Gerhartinger**

Paysafe Group Limited, Vice  
President Legal & Regulatory,  
Deputy General Counsel



**Volker Patzak**

epay/transact Elektronische  
Zahlungssysteme GmbH  
Director  
Business Development



**Jörg Steinmetz**

M&M GmbH,  
Managing Director

# The experts in the business fields

The tasks of the Executive Board, which is elected for two years, are to lead the association and to present a uniform voice to the outside world. The PVD underwent restructuring at the beginning of 2018. Board members with the requisite skills are active in the newly established divisions.

Management is in the hands of **Mr Jonny Natelberg**, formerly of Lekkerland AG & Co. KG. As Consulting / Corporate Affairs he is experienced in political communication, he is also firm when it comes to national and international sales.

**Mr Christian Aubry**, Managing Director of Edenred Germany, acts jointly with Mr Natelberg in the area of politics. He offers profound knowledge of the areas of product development and strategic management.

**Jörg Steinmetz**, Managing Director of M&M

GmbH, has a head for figures. He is responsible for the Finance & Organisation division.

**Mr Volker Patzak**, Director Business Development at epay/transact Elektronische Zahlungssysteme GmbH, is responsible for marketing. The graduate in business administration and customer loyalty expert has been working in the prepaid, payment and loyalty industry since 2000 and is a member of the Incentive Marketing Association (IMA).

**Dr Hartwig Gerhartinger** acts in the Legal & Regulatory division and is Deputy General Counsel of the Paysafe Group. The doctor of law is an old hand when it comes to e-money regulation and money laundering legislation; he is also a member of the European Commission's Payment Systems Market Expert Group (PSMEG).

# A matter of honour: the Prepaid Code of Conduct Germany

Responsible and fair action should be our watchwords. This applies to companies in the prepaid industry as much as to anyone else, no matter whether they operate in the field of issuing, processing or distributing electronic prepaid products. The industry needs a universally valid market standard. For this, the association has drawn the Prepaid Code of Conduct Germany.



**1. Statutory provisions** for the issuing, processing and distribution of electronic prepaid products must be complied with.

**2. The misuse of electronic prepaid products must be prevented using adequate measures.** This includes, in particular, targeted IT-supported measures that can identify possible cases of abuse involving electronic prepaid products. Furthermore, clients must be informed about possible steps to combat abuse. If new types of fraud occur, a public warning must be issued, e.g. by means of a clear notice on the website.

**3. There shall be reasonable cooperation with competent authorities** unless there are compelling legal, operational or commercial reasons not to do so. Cooperation applies above all in the case of a criminal offence committed using electronic prepaid products, the investigation thereof and prevention of future misuse. The authorities also need to be informed about new forms of fraud. This duty to inform applies always to suspicions of money laundering and

terrorist financing. To facilitate communication with the authorities concerned, all communication should be channelled through the secretariat.

**4. Fair dealings with each other and with contractual partners:** If a contract is breached, a written reminder shall be issued, including, if applicable, a reasonable deadline for remedying the breach of contract.

**5. Differences of opinion must be clarified:** Grievances, complaints and other differences shall be settled in good faith and with goodwill through fair and objective discussions and direct negotiations.

**6. Preserving the reputation of the prepaid industry:** Behaviour that endangers the reputation of the prepaid sector must be avoided. This includes violation of the Prepaid Code of Conduct Germany. It also includes unobjective statements, in particular directed to the press and other media, concerning individual cases

that may damage the reputation of this industry. The use of pressure to enforce individual interests must be refrained from.

**7. Clear advertising for electronic prepaid products:** Advertising must be generally comprehensible. Misleading statements are to be refrained from.

**8. Company-related requirements:** Companies involved in the issuing, processing and distribution of electronic prepaid products must have the necessary knowledge, training, personal suitability, reliability and financial resources to do so. Contractual relationships with companies that do not meet these requirements are to be avoided. Contracts of this nature already concluded are to be terminated if possible.

# Joining is worth your while! Are you interested?

Send the registration form enclosed with the brochure to the e-mail address indicated.

If the PVD members' admission decision is positive, you will be informed in writing. If you would like to attend a general meeting before submitting your application, this of course can be arranged.

# Application for membership

We hereby apply for membership in the Prepaid Verband Deutschland e.V.

as a full member       as a silent member

Company \_\_\_\_\_

Represented by \_\_\_\_\_

Deputies \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Representatives' e-mail addresses \_\_\_\_\_

Accession is on the basis of the current statutes of the Prepaid Verband Deutschland e.V., which are hereby acknowledged by the applicant.

\_\_\_\_\_  
City, date

\_\_\_\_\_  
Representatives, function

Please send this form to the following e-mail address: [info@prepaidverband.de](mailto:info@prepaidverband.de)

# The benefits of membership



## **Excellent connections**

Companies benefit from pertinent contacts as well as the systematic exchange of information and experience with other players in the prepaid market.



## **Well informed at all times**

Whether you're interested in current trends in the industry, the market or the regulatory environment, we make sure that you are reliably supplied with the most up-to-date information.



## **Ideal networking**

The right contacts often lead to effective business. As a member, you will be connected with business partners and even potential customers at home and abroad.



## **Greater prestige**

Dedication to the association and compliance with the PVD Code of Conduct will enhance your image and strengthen your prestige in the public eye.



## **Optimising best practices**

Collaboration with well-respected experts means that your professional expertise will continue to grow and develop.



## **Helping to steer developments**

You will actively make a difference and help shape the regulatory market environment.

## **Imprint**

### **Herausgeber und Redaktion**

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### **Executive Board**

Jonny Natelberg  
Christian Aubry  
Dr. Hartwig Gerhartinger  
Volker Patzak  
Jörg Steinmetz

Der PVD ist in der öffentlichen Liste der beim Deutschen Bundestag registrierten Verbände eingetragen und unter der Kennnummer 4311 5161 3776 – 29 im Transparenzregister der Europäischen Kommission registriert.

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