

New Generation of Muscovite's Social Card

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Types of MSC

Cards are registered in MFC, cashiers, metro and CCHS

- Card for pensioners and individuals eligible for social assistance
- Cards for young mothers
- Card for full-time students
- Card for pupil
- Card for citizens eligible for
 housing subsidies

In May2014 - launching of 2 new types of MSC (Decree of the Government of Moscow No.160 dated 03.04.2014)

- Card for MIA staff
- Card for FMS employees



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New generation MSC issued since the beginning of 2014









Pupil's Card **9,3**%



Student's Card **8,8%**

Young mothers' card







New generation MSC services



NEW GENERATION OF MUSCOVITE'S SOCIAL CARD



Multifunction card with chip (with high level of data protection)

MSC 2.0 SUPPORTS SERVICES



- Bank applicationDiscount program
 - Transport application
 - Medical service
 - Social certificate
 - Digital signature



Bank application of MSC: MSC – modern bank card





ADVANTAGES OF BANK APPLICATION OF MSC



CAPABILITIES OF BANK APPLICATION:

Transfer of

allowances, pensions, and other social payments

Replenishment of bank account by card holder from any sources

 Payment of goods and services worldwide and in Internet

Payment of HSC without commission

(using ATM, Internet-bank and mobile application of Moscow Bank, web-site PGU.MOS.RU)

One touch shopping

using MasterCard PayPass® – technology allows to do shopping in retail and service enterprises of Moscow and pay for travel in public transport

Mobile application «Muscovite's

Social Card» for Android and iOS – cash transactions from a mobile phone (utility bills, payment of communications services, money transfers, etc.)

Accrual of annual 4% on the

balance for "pensioners" category, free SMS-notification, and other features of preferential customer service

Free cash withdrawals

in ATMs of VTB group (Bank of Moscow, VTB24, Leto Bank)

Free annual maintenance of bank account

Deals on lending and insurance (provided by Bank of Moscow) (provided by Bank of Moscow)







Project's reference bank

- Card for pensioners and individuals eligible for social assistance
- Card for young mothers

Transfer of allowances, pensions and social payments



Banks – project participants

- Student Card
- Pupil's Card



Card registration

by

DDSPP

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Discount program





КАРТА МОСКВИЧА С о ц и а л ь н а я

Access to the most extensive discount program in Moscow and Russia

3379 MSC partners – trade and service

enterprises



Discounts MSC partners – 3379 trade and service enterprises

- **1303** pharmacies and opticians
- 1000 shops
- 915 domestic services companies
- 92 health care centers
- 31 cafes
- 38 notaries, taxi, travel agencies, etc..





Special offers and discounts from partners of MasterCard Plus program in the partner's outlets while payment with cards

Perspective: creation of Personal room for MSC holder

- check account status, history of action
- the opportunity to earn bonuses
- filing applications for special promotions



Transport application



OPPORTUNITIES OF TRANSPORT APPLICATION:



Concessionary fares on public transport

Transport application

"Troika" for categories of citizens, who are not eligible for concessionary fares



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Earlier

Appointment to the doctor in the registry



MSC 2.0

Appointment to the doctor on MSC via information terminals in polyclinics

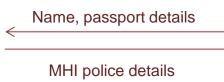
(MSC has data on MHI police)*

In the future

receiving concessional drugs under MSC

* If the card holder did not provide MHI police





Single register of social benefit recipients





Earlier

SSC provided food to poor families



MSC 2.0

Record of Social certificate on MSC (accrual of funds on MSC for to pay for food products)

Payment for food products in "Pyatorochka" and "Perekrestok" food stores

In the future

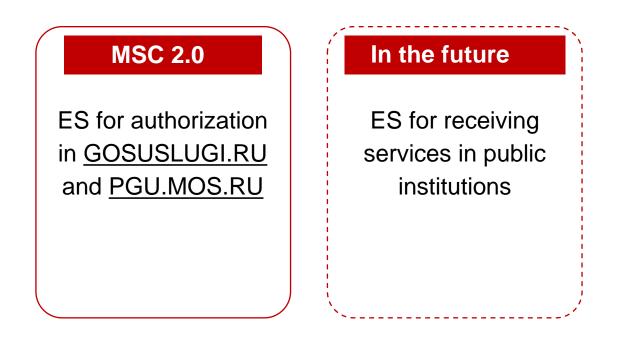
Record of nonfood certificate on MSC (eg.: purchase rehabilitation aids for disabled)



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HOLDERS OF MSC 2.0 HAVE THE OPPORTUNITY TO RECORD ELECTRONIC SIGNATURE ON THE CARD IN THE CERTIFYING CENTER







Always connected!



SUEП "Moscow social register"





