



RePay International enters into partnership with China Rewards

Companies join forces to bring ClimaCount compensation program to Chinese market

's-Hertogenbosch, 11 January 2011 – RePay International, the company responsible for the Visa Greencard and ClimaCount carbon compensation program, has entered into a partnership with China Rewards. The two companies join forces to launch the ClimaCount carbon compensation program for payment and loyalty card holders in China. RePay International and China Rewards will develop a comprehensive and tailor-made offer for the Chinese market, including a new and very detailed carbon offset calculator based on consumer behavior in China. Time to market will be limited, due to RePay's advanced ICT backbone, which is already supporting multiple card schemes in Europe.

With the ClimaCount program, RePay and China Rewards will look for payment and loyalty card issuers that want to empower Chinese consumers, businesses and organizations to contribute to a cleaner environment. RePay's approach connects payment and loyalty cards to the [ClimaCount](#) carbon offset scheme. This scheme helps cardholders become aware of climate change by providing them insight in the carbon offset of their purchases and empowers them to make a positive contribution with every purchase. Through a personal page on the ClimaCount website, cardholders can check the emission of every item or service they buy. They are also informed of the way the ClimaCount scheme is compensating the carbon offset of their purchase through carbon offset programs, such as forestry, renewable energy, energy efficiency and greenhouse gases capture.

As a result, carbon emissions released into the atmosphere due to a purchase will systematically be compensated, reducing the impact on climate change considerably. The scheme has been available on European markets since 2004 and has been improved and enhanced systematically on a continuous basis. It is audited by independent bodies, including BIG 4 accountancy firms, NGO's and scientific institutions. ClimaCount meets the strict requirements of the International Carbon Reduction and Offset Alliance, the not-for-profit alliance of leading carbon reduction and offset providers.

Through their cooperation, RePay and China Rewards will offer consumers, businesses and organizations an easy-to-use and reliable way to meet one of the greatest challenges of modern life. With a [ClimaCount](#) powered payment card, cardholders can live carbon conscious lives and pursue successful business strategies while doing their bit for climate change.

"We are very excited to partner with China Rewards, a fast growing organization with strong ties in the Chinese economy", comments Patrick Bunnik, CEO of RePay International. "This partnership will enable RePay to move forward in the largest and fastest developing card market worldwide. We are looking forward to turn this partnership into a success."

Jeff Ding, CEO at China Rewards, states: "We are convinced that there will be card issuers in the now quickly growing and competitive market in China, who will recognize the added value of this scheme for climate compensation on every purchase."

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About China Rewards

China Rewards is a leading loyalty management company, operating in China with its headquarter in Shenzhen and branch offices in Beijing Shanghai, and Guangzhou. China Rewards currently hosts a network of over 500 merchants serving over 3 million corporate members and credit card holders. Its business offering and products range from merchant POS transaction networks and real-time transaction platforms to CRM marketing engine and outsourcing solutions. China Rewards is dedicated to provide cost-effective member service programs for premier airlines, banks and insurance companies alike.

About RePay International

RePay International is responsible for the international distribution of the ClimaCount card scheme. In the Netherlands, the company is known for the Visa Greencard. RePay International develops strategic alliances with banks, credit card companies, businesses and NGOs, which then link the concept under license to their own credit cards. In this way, credit card companies are able to offer their customers the possibility to consume in CO2-neutral fashion. RePay is currently working on the international introduction of ClimaCount with the assistance of professional, independent organizations such as CE Delft, PricewaterhouseCoopers and research institute TNO. RePay International has offices in 's-Hertogenbosch, The Netherlands and in San Francisco, USA and is a subsidiary of Tendris Holding B.V., an organization that initiates, develops and supports concepts in the field of corporate social responsibility. For more information, please visit www.repay-international.com.

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