

FEEDBACK FORM

Name of undertaking: Inflight Service Europe AB

Industry (network, current/potential acquirer, current/potential issuer, processor, other third party provider (e.g. merchant service provider), merchant (industry needs to be specified), other): Travel Retail - operator

Address: Box 102, SE-190 45 Stockholm-Arlanda

Country: Sweden

Name of contact person: Peter Candell

Phone of contact person: +46 70 674 12 44

Email of contact person: peter.candell@inflightservice.se

Participated in the questionnaire:

- x• Yes
- No

Specific questions from Executive Summary:

A. Financial analysis of the industry

1. Are high merchant fees a competitiveness issue for the EU economy?

Yes

2. Are there compelling justifications for the comparatively high level of merchant fees observed in some parts of the EU25?

In general no, however if the cost-level for some reason (due to low volume etc) is extremely high it could be justified – this seems however not realistic

3. In view of the apparent profitability of card issuing, is there a generally applicable justification for substantial revenue transfers through interchange fees in card payment systems?

No

4. Are the high profits observed due to innovation or do they arise from some kind of market power in a two-sided industry?

Due to market power as we cannot see any kind of innovation in this service

5. What pricing practices, rules and legal provisions distort price signals to consumers and the choice of the most efficient payment instrument?

The use of single price to end consumer does not reflect actual costs in the value chain

6. Would cost-based pricing promote the use of efficient payment instruments and how could such pricing be implemented?

Yes it would – Single base price + cash discount pending on payment instrument

7. Do currently existing pricing practices have a substantial negative effect on cross-border card usage by consumers?

No

B. Market structures, governance and behaviour

8. What market structures work well in payment cards?

In competitive markets

9. What market structures do not appear to work well / deliver efficient outcomes?

In non-competitive markets

10. What governance arrangements can facilitate competition within and between card payment systems?

Common standard within EU

11. What governance arrangements can incentivise card payment schemes to respond to the needs and demands of users (consumers and merchants)?

By simplifying rules and procedures in order to facilitate competition amongst various payment instruments

12. What governance arrangements can allow minority participants or minority members to receive appropriate information and participate appropriately in decision-making?

?

13. What access conditions and fees are indispensable?

?

14. To what extent is separation between scheme, infrastructures and financial activities desirable to facilitate competition and efficiency?

By separating these activities new competition would most likely to appear in the value chain – which in the end will be favourable for efficiency/lower fees

C. Future market developments

15. Are significant structural changes to be anticipated in the payment cards industry?

Yes – we believe it must be

16. What are the anticipated impacts on the industry of innovation and technological change?

EU- standards and Increased competition will drive innovation and technology

D. Potential solutions to market barriers

17. How can structural barriers to competition, which may arise for instance from the integration of different functions within a payment system or from acquiring joint ventures, be tackled?

Change legislation?

18. Are there compelling justifications for the identified possible behavioural barriers to competition?

Yes

19. How much need and scope is there for harmonising technical standards in the payment cards industry? How large are the potential benefits and costs of harmonisation?

Much need/Extremely high potential vs costs of harmonisation

E. Lessons for SEPA

20. What lessons (best practice) for the design of SEPA schemes can be learnt from existing national and international payment systems?

Stimulate competition, easy access for new potential entrants

21. How could competition between schemes in SEPA be strengthened?

Strong competition between different card schemes – schemes should operate within same context

22. Which structural and behavioural barriers to effective competition between banks and payment service providers should be removed to achieve SEPA?

?

23. What governance requirements should SEPA schemes meet?

?

24. By what means can interoperable communication protocols, security and other technical standards be achieved and certification procedures be limited to the minimum necessary?

?

25. Do the removal of barriers to competition, the observance of pro-competitive governance and the creation of interoperable standards require (further) regulation?

?

General comments:

General questions:

1. Did you find the content of the report easily accessible and understandable?

- yes, fully;

- the report was too general;
- X• the report was too technical.

2. Did you find that the level of detail in the report was:

- about right;
- not sufficiently detailed;
- x• too detailed.

3. Did the information contained in the report was:

- x• generally new to you/the payment cards industry;
- mostly known to you/the payment cards industry.

4. Did the market analysis in the report:

- x• confirm your views on the operation of payment cards market;
- challenge your/industry's views on the operation of payment cards market;
- represent a mix of both aspects.

5. Did the report raised the right policy issues;

- x• yes, covered most of the key issues;
- no, there were some significant issues left out.

Thank you for your contribution!