

## A White Label Credit Partner

**Partner Overview:** Synchrony (SYF) is a premier consumer financial services company delivering customized financing programs across key industries including retail, health, auto, travel and home. SYF is the nation's largest private label credit card issuer.

**White Label Credit Overview:** The DGN White Label Credit (WLC) Restricted Authorized Network (RAN) program empowers Private Label Credit Card (PLCC) issuers to expand acceptance of their branded cards in merchant verticals of choice. Cards are reissued on a DGN IIN range, and the issuer is given the ability to control where their cards are accepted outside of their in-network merchants. The card design remains branded with the partner's logo. This benefits the partner by enabling access to the DGN network while still allowing the partner to leverage their own brand to build their presence and loyalty.

**Partnership Overview:** SYF has three programs with DGN: Car Care, Home, and CareCredit Plus (to be launched in 2021). Prior to the partnership, these were PLCCs that provided special financing and offers within the SYF merchant network. Now, SYF has expanded store cardholders' utility through additional acceptance on DGN. Card volume at SYF's partner merchants remain closed-loop and off of DGN. DGN benefits from additional, profitable volume on our network, while SYF benefits from card member



### The Synchrony Car Care Program

Designed as an all-in-one card for consumers to make purchases related to their cars, including gas, tires, brakes, repairs, maintenance, and more.

### Synchrony's Home Card Program

An all-in-one card for consumers to make purchases related to their home. By partnering with DGN, their cards can be used for purchases within the home industry, including furniture, electronics, appliances, décor, home improvement and more.

### The Synchrony CareCredit+ Program

An all-in-one health and wellness card designed for consumers to use when paying for out-of-pocket medical expenses both for themselves and their pets.

## Partnership FAQs

### Q What is a White Label Credit Program?

A White Label Credit is a program where DGN permits a third-party credit issuer to issue cards on our network without Discover branding.

### Q What value does this partnership provide DGN?

A This program drives profitable, third-party volume on our network. It also supports our acceptance demand by adding millions of additional cards in market.

## Expansion FAQs

### Q Does SYF plan to expand this program?

A In 2021, SYF will launch the CareCredit Plus RAN program and plans to add up to 3MM cards to the Car Care program.

### Q Are there plans to expand this partnership internationally?

A No, SYF is a US only issuer. The opportunity exists for DGN to support a similar program outside the US in the future.

## Enablement FAQs

### Q How do we enable the card to work at some merchants but not others?

A This is possible through a RAN that is constructed using merchant data that drives authorization decisions. Authorization decisions are made on RAN criteria such as Merchant Category Code (MCC), brand or other merchant attributes that the partner decides. For more information explore [here](#).

### Q How are these transactions processed?

A Program transactions process over our network as a normal credit card transaction. The issuer then makes an authorization decision based on the RAN criteria. Authorization requests outside of the RAN are declined.

### Q What tools do we utilize to make this program possible?

A Our Discover Commerce Exchange (DCX) database makes the program possible through enriched merchant data. This data is used by the issuer to restrict purchases within the RAN and also to provide merchant location data to card members.



### Synchrony Car Care

- 3.7MM cards
- Over \$800MM network volume since 2017 launch

### Synchrony Home

- 5.4MM cards
- Over \$225MM network volume since 2019 launch

Over \$6.3MM revenue earned

# FastFAQs

If you have additional questions about the Synchrony partnership, please reach out to Adam Brown, Lauren Anoma, and/or Anna Blissick.