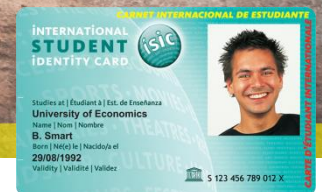


# About ISIC



**International Student  
Identity Card**



**International Student  
Identity Card**

# ISIC Facts & Figures

- Only existing **internationally recognised & accepted** proof of full-time student status
- **5 million+** students are ISIC cardholders every year,
- **Over 110 million** ISIC cards issued
- ISIC was created by students in 1953
- On average a new ISIC card issued **every 7 seconds**
- **Over 90%** of the ISIC students are tertiary students
- All ISIC card holders are **verified students**
- ISIC cards are issued in **+130 countries** across the globe
- **42,000+** benefits & discounts relevant to students worldwide
- **125,000+** benefit & discount locations worldwide
- **6,000+** point of sales worldwide where to get an ISIC card
- **85 ISIC country websites, +80 localised ISIC Facebook pages,**  
**1.5 million+ Facebook fans**
- Endorsed by **UNESCO** since 1968





**International Student  
Identity Card**

## ISIC Facts & Figures cont.

- Established in **1953** = **over 60 years of history**
- 150+ governmental and institutional endorsements** (Ministries of Education, Ministries of Tourism, Andean Community of Nations, European Students Union, European Commission etc.)
- 1,150+ co-brand partnerships** with universities, schools, banks, financial institutions and other partners across the globe
- Strategic partner with **MasterCard** since 2007 → **450,000+** co-branded MasterCard-ISIC cards issued every year across the world (10% of all ISIC cards)
- Educational Alliance Agreement with **Microsoft** since 2010 → being one of [Microsoft's options](#) how students can proof that they are entitled to Microsoft's student offering

**ISIC's Core Values:** Trust, Recognition, Credibility, History, Strength, Uniqueness







## International Student Identity Card

# Over 60 Years of supporting students



1953



1972



1989



2000



Today





## International Student Identity Card

# The ISIC Card

- Only **full-time students** enrolled in a government recognised educational institution
- Valid for **12 to 16 months**, commencing from the start of academic year
- Fixed retail price** per market, varying between US\$4 and US\$25 with an average of US\$10
- Next to ISIC, 2 additional cards:
  - International Teacher Identity Card (**ITIC**)
  - International Youth Travel Card (**IYTC**)
  - ISIC card representing **98% of card sales**

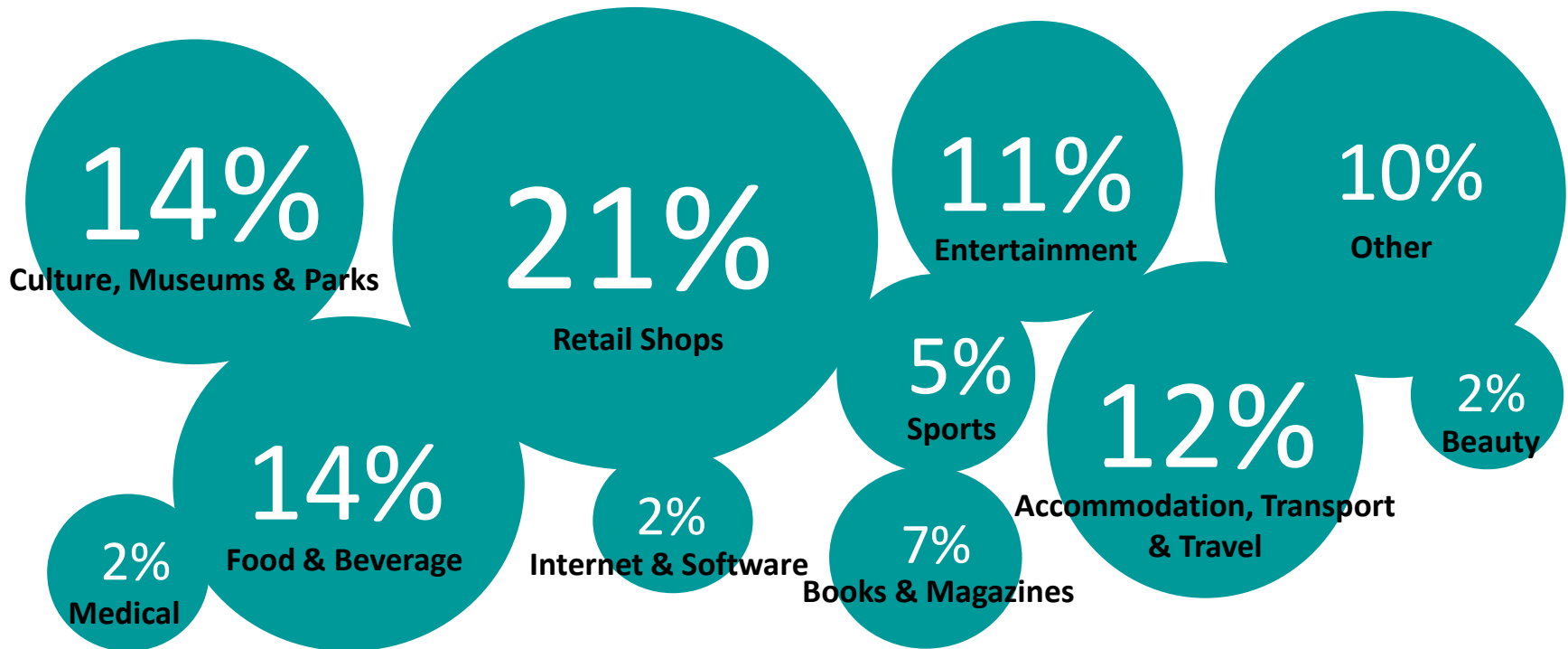




**International Student  
Identity Card**

# The ISIC Benefit & Discount Portfolio

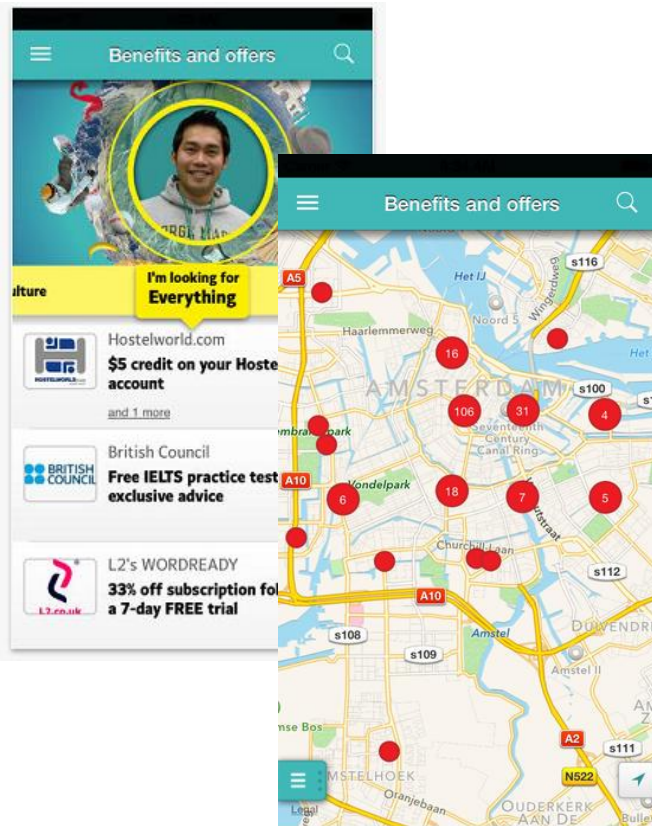
- From **travel and cultural exchange card** in 1953, ISIC developed to be a truly **student 'lifestyle' card**, offering benefits & discounts in all aspects of student life
- 42,000+** benefits & discounts relevant to students worldwide
- 125,000+** benefit & discount locations worldwide





## International Student Identity Card

# ISIC Cardholder Access to Benefits



- All **42,000+** benefits & discounts in **125,000+** locations worldwide accessible via:
  - ISIC global umbrella website: [www.isic.org](http://www.isic.org)
  - 85 ISIC local country websites
  - 80+ ISIC country Facebook pages, 1.5 million+ fans
  - iPhone application
  - Android application
  - New version of the app – Q1 2015!

Screenshots of the free ISIC App – Android & iOS

# ISIC Global Benefit Partners



Up to 80% off



90 days free English course



Up to 85% off



Exclusive study materials



Co-branded ISIC – MasterCard cards



20% off & free shipping



30% off



US\$5 credit



10% off



Discounted software



50% off subscription



50% off software



# ISIC Local Benefit Partner Examples



ISIC Belgium: A free hamburger or cheeseburger

WAREHOUSE

ISIC UK: 10% off online store



ISIC Greece: 15% discount



ISIC Thailand: Up to 40% off



ISIC Bulgaria: 10% discount

ticketmaster®

ISIC UK: Up to 50% off tickets



ISIC USA: 15% discount



ISIC Italy: 6%-15% discount



ISIC Iceland: 10% discount



ISIC Brazil: 10% discount



ISIC Russia: 10% off regular menu



ISIC Hungary: 15% discount



ISIC Latvia: 10% discount



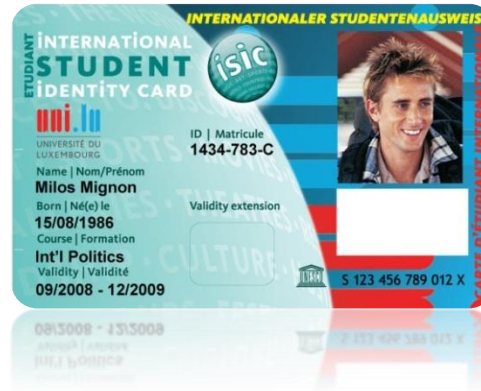
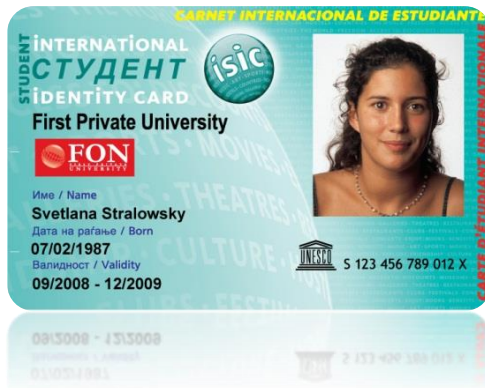
ISIC Costa Rica: 15% discount



## International Student Identity Card

# ISIC Academic Co-brands Worldwide

- 1,150+ academic co-brands worldwide
- Extensive network of academic partners who adapted the **ISIC card** = university/school 'all in one' ID card





International Student  
Identity Card

# ISIC Financial Co-brands Worldwide

- 200+ financial co-brands worldwide
- Strategic partner with **MasterCard** since 2007 → **450,000+** co-branded MasterCard-ISIC cards issued every year across the world (10% of all ISIC cards)
- ISIC Partnership with **World Saving Bank Institute (WSBI)** since 2011





**International Student  
Identity Card**

# ISIC = The Only Provider of Global Online Student Verification

- Only full-time students enrolled in a government recognised educational institution are eligible; focus is on tertiary students
- ISIC card is valid for 12 to 16 months → Expiration date so benefits cannot be claimed post-graduation
- Each ISIC card has a unique serial number which is tracked
- All cards are registered in ISIC's central cardholder database
- 24/7 student status verification in real time via web services → example partnership with Microsoft = ISIC is one of Microsoft's online partners to verify student status







## 90 days free English Online Learning with EF Education First

- [illegible]





**International Student  
Identity Card**

## ISIC – The International Student Identity Card

**ISIC Global Office**

Keizersgracht 174

1016 DW Amsterdam The Netherlands

Tel. +31 20 520 0840

Email: [sales@isic.org](mailto:sales@isic.org)

[www.isic.org](http://www.isic.org)