



PRESS RELEASE

## **BRD-GROUPE SOCIÉTÉ GÉNÉRALE MIGRATES TO EMV IN ONLY 12 WEEKS WITH *EMV In A Box* SOLUTION FROM OBERTHUR TECHNOLOGIES**

*Another success for Oberthur's **EMV In A Box** solution, which offers complete EMV migration management from project planning to first chip card issuance.*

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Oberthur Technologies, one of the world's leading smart card suppliers, has supported BRD-Groupe Société Générale in becoming the first major bank in Romania to issue cards that comply with EMV standards.

In deciding to migrate its entire card portfolio to EMV, BRD faced a range of complex issues relating to this major change; it needed to determine the best choice of implementation, assess the card management system as well as adapt the bank's card marketing strategy. *The EMV In A Box* solution from Oberthur Technologies, already a BRD card supplier, was the logical choice for the migration.

*EMV In A Box* is a fully integrated migration program based on best practice gained by Oberthur through its work on hundreds of EMV projects worldwide. Managed by a dedicated team of experts, *EMV In A Box* covers every step of the migration process from project planning to issuance of the first card, and Oberthur helps the issuer make the right choices by providing training, advice, project management and personalization setup.

Just twelve weeks from the start of its EMV project, BRD was able to issue its first EMV cards, keeping the project both on-time and on-budget. BRD personnel were trained by Oberthur experts and now fully understand the potential that EMV and chip cards offer.

*"We chose to migrate with Oberthur Technologies as we already had successful cooperation with them. The results exceed our expectations."* declared Dana Demetrian, BRD Executive Director, Network General Administration. *"We appreciated the high level of cooperation between ourselves and Oberthur Technologies, and the level of commitment of its team, always available."*

*"The success of the BRD fast migration to EMV demonstrates once again the value of the services that Oberthur Technologies offers to its customers. It also confirms our strategy to be as close as needed to our customers, including offering access to our network of more than 30 service bureaus in operation globally."* said Eric Duforest, Managing Director of Europe of the Card Systems Division at Oberthur Technologies.

With this successful migration, Oberthur Technologies confirms its leading position as an EMV services provider. *EMV In A Box* offers a program specifically geared towards helping financial institutions migrate to EMV and enables the rapid launch of new value-added services.

## About Oberthur Technologies

With sales of 733.4million Euros in 2007, Oberthur Technologies is a world leader in the field of secure technologies. Innovation and high quality services ensure Oberthur Technologies' strong positioning in its main target markets:

- **Card Systems:** One of the world's leading providers of security and identification based on smart card technology and associated services for mobile, payment, transport, digital TV and convergence markets.
- **Identity:** International player for the manufacture and personalization of secure identity documents such as passport, identity card, driving license or health care card - traditional and electronic - and associated services for both governmental and corporate markets.
- **Fiduciary printing:** World's third largest private security printer specialized in high security for the production of banknotes, checks and other fiduciary documents in more than fifty countries.
- **Cash protection:** World leader in the emerging market of intelligent systems to secure cash-in-transit and ATM.

Close to its customers, Oberthur Technologies benefits from an industrial and commercial presence across all five continents. The company is listed on the Euronext Stock Exchange (ISIN: FR0000124133) since July 2000.

Oberthur Technologies S.A. is a limited liability company (société anonyme) registered in France with its registered office at 102 BD Malesherbes 75017 Paris, France. Oberthur Technologies S.A.'s corporate registration number is 340 709 534 R.C.S. Paris.

## About BRD-Groupe Société Générale

BRD issued over 2.2 million cards and operates a network of over 1,370 ATM and over 15,000 POSs. BRD-Groupe Société Générale has assets worth approximately 12 billion euros. The Bank has over 2.5 million customers and operates a network of more than 800 units. BRD has the second most important market capitalization at the Bucharest Stock Exchange.

### Oberthur Technologies

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