



PRESS RELEASE

Atos Origin innovative co-branded card solution Finalist at the 2009 Sesames Awards

The next generation of co-branding

Cartes 2009 Trade Show / Paris, 18th November 2009 - Atos Worldline, which brings together Atos Origin's core expertise in high-tech transactional services, showcased its innovative "Krokodil" solution at this year's Cartes 2009 show and was listed among the finalists at the 2009 Sesames Awards in Best Loyalty Application. The solution defines the future of co-branding by adding credit card features to customer or loyalty cards without migration, and offers an alternative and innovative use of existing technology that creates added-value for banks, co-branding partners and clients.

Organized as part of the Cartes and Identification 2009 trade show, the Sesames Awards are the world reference for smartcard manufacturers and an undisputed label of innovation. On 16th of November, 10 innovative solutions received the Sesames Awards during the ceremony organized at the Pavillon Gabriel in Paris.

As a first, this solution enables companies with a customer or loyalty card portfolio to offer their customers credit card features without going through costly migrations or losing control over their own product features. The challenge lies in combining the features of the loyalty and credit cards into a single card and in keeping the processing centre and account management system independent from each other, thus ensuring that both products can be changed and developed independently.

The solution enables a dynamic set of credit cards characteristics like expiry dates, duration of cards, reissue triggering. The credit card features can be developed within Atos Worldline's cardholder account management system. The loyalty and customer card features can be managed, changed and enhanced without any dependency on credit card account management system.

Cardholders receive only one plastic card instead of two, which is not only a practical advantage, but also effective in terms of pollution control, with plastic production being significantly reduced.

Atos Worldline's solution is compliant with the international standard of the payment card industry (PCI) and with the credit card standards of VISA and MasterCard.

About Atos Origin

Atos Origin is a leading international information technology (IT) services company, providing hi-tech transactional services, consulting, systems integration and managed operations to deliver business outcomes globally. The company's annual revenues are EUR 5.5 billion and it employs 50,000 people. Atos Origin is the Worldwide Information Technology Partner for the Olympic Games and has a client base of international companies across all sectors. Atos Origin is quoted on the Paris Eurolist Market and trades as Atos Origin, Atos Worldline and Atos Consulting. For further information, please visit www.atosorigin.com



About Atos Worldline

Atos Worldline brings together Atos Origin's core expertise in hi-tech transactional services. A leader in end-to-end services for critical electronic transactions, Atos Worldline is specialised in electronic payment services (issuing, acquiring, terminals, card and non card payment solutions & processing), eCS (eServices for customers, citizens and communities) as well as services for financial markets. Atos Worldline on-going commitments to research and innovation enable its customers to benefit from award-winning solutions in areas such as mobile payments, secure IPTV, online CRM and paperless solutions. Atos Worldline generates annual revenues of €814 million and employs over 4,800 people in Europe. For further information, please visit: www.atosworldline.com

For any press information or interviews requests during the event, please contact:

Emilie Moreau

Phone: +33 1 55 91 24 74

Email: emilie.moreau@atosorigin.com