



## **Axalto and United Bank Limited Debut First EMV Migration in Pakistan**

*Brings cutting edge security and convenience to card payment*

**Amsterdam, August 2, 2005** – Axalto (Euronext: NL0000400653 – AXL), the world's leader in microprocessor cards, today announced that it is supplying high-end EMV chip banking cards to United Bank Limited (UBL), pioneering the first EMV rollout in Pakistan. Axalto provided UBL with a complete EMV package including data preparation, cards supply and personalization solution.

“We are proud to have achieved the first EMV cards deployment in Pakistan,” said Nauman Hussain, group executive, operations and technology, United Bank Limited. “Axalto worked as a genuine business partner alongside UBL to step up to the challenge of EMV migration in record time. Rayyanco, Pakistan’s leading supplier of business and banking automation, also contributed to the success of this major deployment through the excellent support of their teams.”

“As a worldwide smart card technology provider, Axalto is ideally positioned to partner with companies in the banking community, drawing on its business expertise across consulting and EMV project management,” commented Philippe Cambriel, president EMEA, Axalto. “We are delighted to support UBL in offering their customers highly-secure EMV-based transactions.”

The EMV migration is intended to reduce fraud and related losses, which are an increasing threat to consumers, tarnish bank to customer relationship and overall generate unnecessary pain and expenses to all parties. The EMV standard affords cardholders cutting edge security for their transactions, since chip-enabled banking cards have proven to be virtually impossible to forge compared to magnetic stripe cards. EMV also provides banks with a gateway to the promising market of expanded services, catering to today’s increasingly demanding cardholders: it allows financial institutions to improve differentiation by providing exceptional levels of transaction convenience and security while greatly enhancing their offerings with value-added services such as loyalty programs, cardholder authentication for e-commerce and on-line services, and smart ticketing.

Axalto has a proven track record in worldwide implementation of EMV migration projects. This new success reinforces Axalto’s positioning as the world’s leading EMV solution provider and paves the way to more EMV migration programs in Pakistan and in the Middle-East countries.

## **About Axalto**

Axalto (Euronext: NL0000400653 AXL) is the world's leading provider of microprocessor cards (Gartner 2005, Fost & Sullivan 2004) — the key to digital networks — and a major supplier of point-of-sale terminals. Its 4500 employees come from over 60 nationalities and serve customers in more than 100 countries, with worldwide sales exceeding 3 billion smart cards to date. The company has 25 years' experience in smart card innovation and leads its industry in security technology and open systems.

Axalto continuously creates new generations of products for use in a variety of applications in the telecommunications, finance, retail, transport, entertainment, healthcare, personal identification, information technology and public sector markets. Microprocessor cards provide convenience, security and privacy to public and private services operators, their customers and end users.

For more info, please visit [www.axalto.com](http://www.axalto.com)

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