PRESS RELEASE

Ingenico warns retailers that near-sighted investments will cost them dearly in 2009

Contactless technology will divide the market, says market leader

Contactless Intelligence Show, London, UK, 1st April 2009: Ingenico, the world's leading provider of payment solutions, today warns that contactless technology will split the retail market this year, improving sales figures for early adopters and costing those who shun the additional investment in this burgeoning technology.

In the last quarter, Barclaycard has issued its millionth contactless credit card and announced the launch of contactless debit cards. Consumers are now driving the uptake of the card, unlike with chip and PIN in 2006. Ingenico warns that retailers must consider their customers' payment expectations when investing in point of sale terminals this year. Those retailers who adopt contactless technology can expect swifter transactions, increased footfall and smaller queues.

"Consumers are demanding and have high expectations. If they receive a new contactless card from their acquirer, they expect to be able to use it," explains Gregor Rankin, marketing manager for northern Europe at Ingenico. "It is not the case that every retailer in the UK has to invest in this technology today. However for retailers that value customer

service and demand the highest level of customer experience, it absolutely is something for which they should already have a strategy in place. In the ever more competitive retail environment in 2009, anything that can differentiate or drive customer loyalty needs to be looked at very seriously. Obviously retailers planning to refresh their POS systems would be sensible to incorporate a contactless strategy into their deployment plan. Contactless terminals cost little more per unit than non-contactless versions. When you consider that it allows 6 times more transactions an hour than standard solutions, there is a strong case for investment. Retailers should consider what the right option for them is and make sure they aren't missing a trick."

Note to editors: Ingenico will be speaking at this year's Contactless Intelligence Conference at the Hilton Tower on 1st and 2nd April. It will also be showcasing the EFT930 Colour Contactless and ICT250 Colour Contactless for the first time in the UK.

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About Ingenico

Ingenico is the world's leading provider of payment solutions, with over 15 million terminals deployed across the globe. Delivering the very latest secure electronic payment technologies, transaction management and the widest range of value added services, Ingenico is shaping the future direction of the payment solutions market.

Leveraging on its global presence and local expertise, Ingenico is reinforcing its leadership by taking banks and businesses beyond payment through offering comprehensive solutions, a true source of differentiation and new revenues streams. www.ingenico.com

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