

CARDVISIONS 02 | 05

AUSTRIA CARD NEWSLETTER

>> Editorial

Dear Readers,

at this very moment, you are holding the tenth issue of Cardvisions in your hand. This means that for the tenth time you are reading current news from all over the world which is no longer a globe but a card. As all the others, this issue features interesting topics. The cellular phone network is on the rise once again and in this context we are featuring a story from "life:) in the Ukraine. The first SIM cards were recently delivered to this new Austria Card customer. Jordan Islamic Bank switched to smart cards and is focusing on the expertise from Austria. The presentation of Austrian artists is also in its tenth round. This time around, you can win an extraordinary work of art by Robert Spiess. Fill out your reply card now to secure your chances of winning a reproduction. Austria Card's business partnership with VISA has played an important role for a long time. In the current issue of Cardvisions, VISA Austria will introduce itself.

We wish you an entertaining read.



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Austria Card's SIM cards have once again become highly popular with mobile phone network service providers.

Austria Card brings life:) to life

New network operators in the Ukraine obtain their SIM cards from Austria. In addition to manufacturing (SIM) cards, the entire package that comes with them is produced directly in the Lamezanstrasse in Vienna.

On the occasion of the start-up of production for our new business partners, Mr. Hulusi Acar (Chief Sales & Customer Relations Officer at Astelit) and Ms. Anna Tkachenko (Head of the Logistics Department) assured themselves in person of the quality of our work and the beauty of our city. Naturally, the program included a meeting with both of Austria Card's Managing Directors, Fritz Tupy and Fritz Ramberger. Following detailed talks about the new fruitful partnership, a guided visit of the production site took place. The diverse lettershop and packaging variations were particularly interesting in this context. Brimming with enthusiasm from the many

opportunities available, our guests frequented a typical Viennese Heuriger at the end of their busy day. Fully aware that they had selected the best supplier for the first batch of 750,000 cards, the delegates embarked on their homeward journey to Kiev with their minds at ease.

Fifth network operator

life:) is the fifth largest mobile network operator in the Ukraine. Astelit owns 51% of life:) and local shareholders own 49%. This new network operator offers innovative mobile services via the GSM1800 standard using the know-how provided by the European major shareholders, Turkcell and TeliaSonera.

Numerous awards

MasterCard International celebrated its major successes over the past years in Slovakia with a gala function in Bratislava. Austria Card's customers at this location were showered with prizes.



Ms. Bella Stavchansky and Mr. Ján Čarný presenting Mr. Jozef Kollár (middle), General Manager of L'udová Banka with an award.

Anyone of distinction in the Slovak banking industry attended this event. Furthermore, everyone with a claim to fame at MasterCard Europe was present. The celebration at the Reduta Palace in Bratislava in Slovakia was meant to illustrate MasterCard's major achievements over the past five years. It is clear that Austria Card was not exactly uninvolved in this success story.

However, the banks were the ones to receive the actual awards. For instance, Slovenská Sporiteľ'ňa distinguished itself by introducing the first Maestro chip payment card into the East European market. This chip card was already EMV-compliant in 1999 and thus a precursor in this region. Besides Slovenská Sporiteľ'ňa, VUB-Banka also received an award. In 2001, it issued the first MasterCard for electronic transactions – also a milestone in Slovakia.

Two additional prizes were awarded to other Austria Card customers as well, i.e. L'udová Banka received an award for the first translucent Maestro payment card in 2005 and Tatra Banka for the first non-embossed MasterCard

on the European market in 2005. **All the banks which received MasterCard awards at this event are Austria Card customers.** It is also a rewarding sign for this innovative Austrian company that its products are considered state-of-the-art.



Head Office of Jordan Islamic Bank

>> Jordan Islamic Bank and Austria Card at EMV Boot

Austria Card's first EMV project in the Middle East is right on track. Jordan Islamic Bank signed a contract on EMV migration at the beginning of the year. The project is taking place in cooperation with our local partner in Jordan, Hussam Judeh (Judeh Cards Tech Est.). Following preliminary contacts at the CardEx 2004 in Cairo, the first EMV cards were delivered in August 2005.



>> ACE Personalisation Tester enters serial production phase

The new ACE Personalisation Tester has arrived: smaller, sleeker, and more flexible. The ACE PT is EMV-compatible and assists managers, developers and operators of all knowledge levels on their path to becoming EMV chip personalisation experts. Besides meeting all the usual standard requirements, the ACE Personalisation Tester has functions such as Issuer-Host Simulation, an On- and Offline Test Mode and Multi-Application Tests.

VISA – Number one all over the world

With more than 1.2 billion cardholders and more than 31 million contractual partners, VISA is currently the leading credit card organization in the world. In Austria alone, more than 940,000 cardholders are already paying approximately 90,000 commercial and service enterprises with their VISA card.

>> 1985 - 2005 VISA-AUSTRIA's 20th anniversary

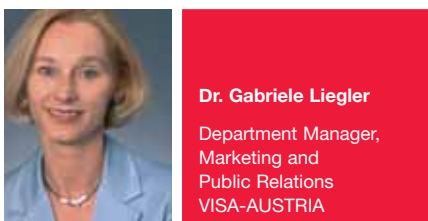
The official starting shot for the issue of VISA cards in Austria was already fired in 1980 when the Zentralsparkasse and the Kommerzbank Wien, known as the "Z", joined VISA International. In April 1980, "Z" started acquiring contractual partners and issuing VISA cards in Austria at the same time.



VISA AUSTRIA was established in 1985. The founding banks were the "Z", nowadays Bank Austria Creditanstalt, and the Genossenschaftliche Zentralbank, nowadays RZB. "We will be celebrating our 20th anniversary in 2005: 940,000 VISA cardholders and more than 90,000 contractual partners demonstrate the success story of cashless payments over the past 20 years," joyfully comments KR Helmut Nahlik, CEO of VISA AUSTRIA, on the company's success. At present, 22 banks are partnered with VISA AUSTRIA.

> A new advertising agency for VISA-AUSTRIA

Advertising for VISA in Austria has played a decisive role in its success story. Following Peter Weck who was the ideal celebrity for



VISA's advertising until the mid-90s, Roland Düringer became the next generation of VISA advertising, successfully leading to an increase in market penetration in recent years. This marketing style also resulted in numerous awards, e.g., the drums in the colors of the Austrian flag and bronze. "At the end of 2004, we invited a number of renowned advertising agencies to a competition on presentation. After scrutinizing the concepts presented, we decided on the creative idea of letting The Flintstones make an appearance in VISA AUSTRIA's advertising," states Dr. Gabriele Liegler, Department Manager for Marketing and Public Relations at VISA AUSTRIA. Since spring 2005, the new campaign is already being applied to print and electronic media, on posters and to various specialized forms of advertising. According to the advertising slogan "Cash dates from the Stone Age", Fred, Barney, Wilma & Co. take a humorous stance on various subjects (shopping, restaurants, getting

gas, etc.) related to using the VISA card. According to the Flintstones' recommendations, as a VISA cardholder, you can safely leave your "dough" at home and conveniently make a cashless payment when buying the "Dinosaur Rex Carpaccio" with VISA or the latest fashion by "Karl Lagerstone" with your VISA card...

> EMV chip on VISA cards in Austria

Since the fall of 2004, all VISA cards produced by VISA AUSTRIA are being fitted with the so-called "EMV chip" which was jointly developed by Europay, MasterCard and VISA. The EMV chip will provide an even higher security level in the future. This applies to any newly-issued or extended VISA card. Consequently, all VISA cards in Austria will have been fitted with the new chip by the fall of 2006.

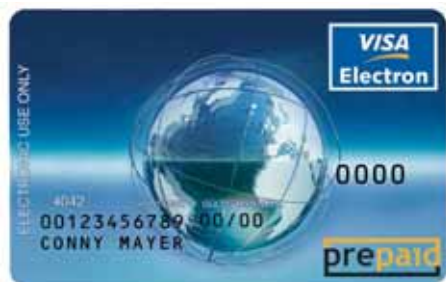
> VISA Electron Prepaid Card

VISA extended its product range by introducing the VISA Electron Prepaid Card in the past year. This type of card can be "charged" with a specific amount of money and subsequently used all over the world. Therefore, this new type of payment card is ideal for adolescents 14 years and older or for staff members of corporations, for example.

The issue of this type of VISA card is independent of the circumstance whether the customer already has a bank account or possesses the required creditworthiness for a normal payment card. The purely electronic processing guarantees that only the money previously charged can be accessed and nothing more.

In the course of ordering the VISA Electron Prepaid Card, the credit amount desired is transferred to the corresponding VISA Account. The card and its corresponding PIN code are issued subsequently and dispatched to the cardholder within a few days. The card can be used upon receipt and can later be recharged with new credit at any time and as often as desired – e.g., via online banking.

The current credit amount can be obtained over the phone or via the Internet. As is the case with regular VISA cards, the cardholder receives a monthly statement.



> The Johanniter VISA Card

In June 2004, the "Johanniter VISA card" was introduced in Austria in cooperation with the Johanniter. Besides offering various services and privileges which the cardholder can take advantage of, part of the annual fee is donated to the Johanniter. The annual fee for the Johanniter VISA card amounts to EUR 25,-. Johanniter VISA cardholders enjoy the same

benefits as VISA cardholders and numerous additional privileges provided by the Johanniter, such as a 50% reduction of fees for First Aid courses or a 20% reduction on patient transport.



> Monthly invoicing via e-mail:

On request, VISA cardholders can conveniently receive their monthly invoice by e-mail. This service offers a number of advantages:

- > The monthly invoice can be dispatched more quickly electronically than by regular mail.
- > Receiving your monthly invoice by e-mail is also ideal when you are on vacation or going abroad for a significant length of time, since cardholders can download their current monthly e-mailed invoice at any time anywhere in the world.
- > Furthermore, monthly electronic invoicing simplifies electronic filing and makes it more organized.

New and existing VISA cardholders can take advantage of this service very easily. The VISA home page under www.visa.at features a registration form for receiving the monthly invoice by e-mail as a download.

> Verified by VISA – the new security standard for payments over the Internet - presently available with an online transaction list feature

Verified by VISA is a recently developed security standard for paying with VISA over the Internet. For every transaction effected, it is verified that both the cardholder and the contractual partner are actually who they claim to be in the course of the payment transaction. By entering a personal password during the payment transaction, it is guaranteed that the person placing the order is actually the legitimate VISA cardholder.

Thus, the fraudulent use of the VISA card by unauthorized persons is no longer possible. The personal Verified by Visa password now also enables our customers to access the VISA online transaction list feature and to conveniently track all VISA transactions online and up-to-date.

All information regarding Verified by VISA can be accessed under www.visa.at.



Technobank grows

The Technobank Trade Fair in Belgrade is gaining importance for the Serbian region. In the banking sector, a multitude of institutes have gathered in the search for the best solution to their payment transaction products. Once again, Austria Card was on the spot.

This two-day event took place at the Hotel Intercontinental in Belgrade, the Serbian capital. Once again, Austria Card took the trade fair as an opportunity to show its presence in this market and, of course, to acquire new customers. Besides the highly popular Mozartkugeln, 'cream of the crop' expertise was available at the booth. Zvonko Šunjić, Max Paul and Georg Prüfert informed old friends and new acquaintances about trends and highlights in the Smart Card business. This year again, one of the most discussed topics was the successful EMV conversion done at Delta Banka in the previous year. Austria Card had already completed this model project with VISA and Delta Banka last year.

Enthusiastic reception of Georg Prüfert's presentation

On the second day of the event, Key Account Manager, Georg Prüfert, held a presentation on Austria Card's card-oriented solutions and innovations in this field. His presentation on "Innovations in the card market" initially dealt with the subject of "Translucent cards", the previous year's fast seller. Already completed projects with various banks found a warm wel-

come with the audience. The "contactless" issue was also brought up. Prüfert: "In the next couple of years, a lot is certainly going to happen in this sector. Successfully completed projects with a combination of EMV chips and contactless chips have demonstrated that it definitely remains a step worth considering for banks." The presentation ended with the introduction of the new Maestro Traveler Card.

From zero to hero...

...or from two to twenty within two-and-a-half years. This statement does not refer to just any bank, but to some of Austria Card's customers. Serbia and Montenegro and the Republica Srpska have provided fertile ground for the subsidiary of the Oesterreichische Nationalbank (OeNB, Central bank of the Republic of Austria). Therefore, the contacts in this field were once again fostered at this year's Technobank and many new interested parties ended up at the Austrian booth. Our name is synonymous with quality and this news seems to have spread like wildfire in these parts of the world. Zvonko Šunjić, the local Austria Card representative on site, has a lot to do with this favorable situation.



Georg Prüfert, Zvonko Šunjić, Dejan Tešić, Max Paul at the Technobank (top), Zvonko Šunjić with Austria Card Booth Representative Nada (bottom).

>> Question Time



Peter Neubauer
Sales Manager
Telecommunication

You have been working for Austria Card for about a year now. What has changed over the past twelve months in the telecommunications field?

"We have improved our product portfolio

within this time period correspondingly and our market presence is becoming stronger due to our participation at various trade fairs. Always and everywhere, Austria Card is perceived as an attractive supplier and always finds open doors."

The mobile telecom system branch per se has changed a lot over the past years. Why do you think that the different mobile telecom providers are opting for or should opt for Austria Card?

"Our focus clearly lies on service. We are simply quicker and more flexible than the large service providers. Therefore, we naturally have short response times and

can quickly provide solutions to any kind of request. Our company size enables us to treat all network operators with the same degree of excellence. Larger sellers often rank their customers according to importance."

What are your short-term goals? Where is the journey taking the Telecommunications Department?

"We are positioning ourselves as a service-oriented solution provider. Our focus is currently on Central and Eastern Europe. Furthermore, we have defined goals for other markets."

Ten tons of cement



The tenth issue of Cardvisions features pictures of Georg Prüfert (top left) during his presentation at Technobank in Belgrade; Max Paul, Jamil Aslan, Hamdi Aslan and Ibrahim Sanad during a conversation at Cards Middle East in Dubai (center left); additional guests at the Austria Card booth in Dubai (bottom left); Marketing Manager Max Paul giving a presentation at BankTech in Almaty (middle). Material was transported to these fairs by the ton in order to enhance our presence on location. Austria Card sponsored the Campus Dialogue at the Kepler University in Linz (bottom center); new Telekom customers on a visit to Vienna, namely Hulusi Acar (Astelit), Anna Tkachenko (Astelit), Petra Gratzner (Austria Card) and Peter Neubauer (Austria Card) in front of St. Stephan's Cathedral (top right); Georg Prüfert (Austria Card), Hussam Judeh (GCTE), Onur Alver (verisoft), Omar R. Jabari (Jordan Islamic Bank) (center right); and Ulrike Jessen and Sergjs Jelisejevs of TietoEnator traveling in Latvia.

AUSTRIA CARD >> Event Calendar

Highlights 2005

September

13. – 14.09.2005

GSM - MEGNA Congress in Dubai

The MEGNA Congress in Dubai is one of the most important trade fairs in the field of telecommunications in Dubai. Please visit Austria Card at booth number 35 and talk to our specialist Peter Neubauer about anything that has to do with mobile telephony.

21. – 23.09.2005

EFMA-The Cards and Payments Conference in Paris

26. – 28.09.2005

Opatija SmartCard 2005

Under the heading of "SmartCard in financial and other industries", the Grand Hotel Adriatic in Opatija, Croatia will once again host the SmartCard event. Austria Card will be playing a home game at this location, since all the banks in Croatia carried out their EMV migration with the Austrian Smart Card experts in the past.

October

25. – 26.10.2005

GSM Central & Eastern Europe in Zagreb

You can learn everything you need to know

about the latest developments in the field of telecommunications from Robert Kajic and Peter Neubauer at Austria Card's booth number 18.

November

15. – 17.11.2005

Cartes 2005 in Paris

As every year, the Cartes Trade Fair in Paris will be the highlight of the trade fair circuit. You will receive additional information on this event in the next issue of our newsletter.

For more information on the event please go to the internet site: www.cartes.com

At second glance

A superficial approach to things is the paradigm of the 21st century, especially for those of us who spend a lot of time in an urban environment. We live in a fast-paced world, our decisions are based on impressions, there is no time for taking a closer look. Nevertheless, due to their compelling design, some works of art can bridge this gap and can seduce the viewer to take a second look or at least to see things from a different perspective.

Would you also like to be tempted to take a second glance? The seductress at your service can be reached by e-mail at the click of a button. Just write to cassandra.zwerina@austriacard.at Re: "Mythos". If you react swiftly, you will soon have an opportunity to view a high-quality reproduction of a Robert Spiess painting at your leisure.

The Austria Card Printing Center works at top speed, but certainly not "in a rush". Four times a year, we have especially appealing assignments, i.e. the new images for the "Austria Card Edition". If you would like to own one of the limited reproductions of the painting "Mythos und Vakuum" by Robert Spiess, please fax us the attached stub. Just dial the following number: + 43 (1) 610 65-650. Please hurry, since we all know

that speed is the paradigm...

If you keep that in mind, you will soon own a nice reproduction of "Mythos und Vakuum", the tenth issue of the Austria Card Edition.



Robert Spiess

Biography

- 1966** Born in Vienna, where he lives and works
- 1980 et seqq.** Under the influence of surrealism, first paintings, exhibitions in cafes, on the street ...
- 1984-1985** Participation in Agora 2000
- 1985-1988** Publication of a comic magazine, additional publications
- 1990 et seqq.** Guitarist, singer and songwriter, poster and stage designer
- 1999-2001** Tattoo artist – returned to painting via this medium
- 2000 et seqq.** Assignments for CD covers, book illustrations, murals
- 2000 et seqq.** Numerous individual and group exhibitions, among other things at the Ernst Fuchs Gallery, upcoming release of a series of postcards in Austria and Switzerland



Mythos und Vakuum, 2004
Acrylic on linen, 48 x 62 cm

At the outset of the 21st century, the artist became aware of the formation or visibility of a flaw. Our materialistic views of the world and our increasing reliance on technology led to the disappearance of our mythological foundations. However, we need spiritual forces to live in harmony. As a result of this chasm, occult movements filled the "mythological vacuum". In the background of the painting, there is a figure based on a 16th century wood engraving. The figure is chasing a hare which is trying to escape into its burrow located in front of the seven steps of the Temple of Alchemy - Prima Materia "Nature". The second figure in the antique wood engraving is blind-folded. The Joker bears human heads on his tentacles and contrasts the image of the "Blind Jester". The human heads are watching the digitized hare on the screen, the illusion takes preference over reality. But can it take its place?

COMPETITION



Win one of 20 Pictures!

Fax to: +43 (0) 1 610 65-650

› **Company**

› **Name**

› **Address**

› **Telephone**

› **E-Mail**

The competition is open to all readers of this newsletter with the exception of Austria Card employees. The promoter's decision is final. By entering this competition you allow your data to be electronically saved at Austria Card. We do not pass this data onto third parties. The winner will be informed by us. Further correspondence regarding the competition cannot be entered into.