

PRESS RELEASE

exceet kicks off Sales Initiative for Loyalty Market

- **Uwe M. Storch (54) assumes management of exceet Card Group's loyalty segment**
- **New sales office in Bamberg**

Bamberg, 2 July 2013 – The opening of a new sales office in Bamberg and the appointment of Uwe Storch as Director of the Loyalty Segment have kicked off a major sales initiative by exceet Card Group in the growing market for loyalty and gift card programs. More and more commercial and industrial enterprises are striving to achieve long-term customer satisfaction and loyalty. Extensive and individually tailored loyalty solutions are a means for attaining these goals. Customers receive rewards for long-term loyalty, e.g. by way of special discounts, gifts, special services or privileges. Card-based and mobile loyalty solutions have proven themselves as ideal complements to traditional marketing strategies and today act as valuable sources of information on customer behaviour and market trends, particularly in the retail trade field.

And this is precisely where exceet comes in. From the production of the classic cards to creative packaging solutions to digital customer cards accessed via smartphone applications, exceet offers innovative end-to-end solutions for payment and loyalty systems. "Competition in the retail market is growing ever stronger, and for that reason we see excellent growth potentials for customized, creative customer loyalty measures. I'm happy to work with my team in developing and implementing these solutions for exceet's customers, and to get new clients thrilled about our program", says Uwe Storch in looking at his future challenges. One major aspect of meeting these challenges is exceet Card Group's massively amplified sales initiative.

On 1 July 2013, Frankfurt-born Uwe M. Storch (54), now Head of the Loyalty Segment, assumed responsibility for this division of exceet Card Group. As former Director of Sales & Client Management in the "Cards" business unit and as former manager at Swiss Post Solutions GmbH, Uwe M. Storch has extensive product and sector expertise as well as a wide range of professional contacts in Europe and the Arabia/North Africa region.

A communications specialist trained at the Frankfurt Academy for Marketing/Communication, Uwe M. Storch began his successful career in 1992 as Director at Meiller ComCard. From 1995 on, he built up the card segment for Hansa-Werbung before being called to the management of GHP Card Systems AG in 2000. In 2005 – following the acquisition of GHP Group by the Swiss Postal Service – he moved to the management of Swiss Post Solutions GmbH, where he was responsible particularly for customer services and sales activities in the "Cards" business unit, as well as for customer acquisition for SPS

Deutschland. From now on, except Card Group will benefit from his wide-ranging competencies and business contacts.

You may reach Mr Storch as follows:

Phone: +49 951 20850 8622

Mobile: +49 160 3660881

Email: u.storch@except-group.com

About except Card Group

except Card Group AG combines the strengths of global leaders of RFID, dual interface and chip card manufacturing. The Group's innovative product portfolio extends to design, development, consulting, production, personalization and lettershop, making us the leading full-service provider of smartcards, NFC-solutions and readers. In the mobile payment field, except Card Group offers mobile services, identity safeguards, secure payment solutions, authentication of online services, and cloud computing access.

Contact:

except Group SE

114, avenue Gaston Diderich

L-1420 Luxemburg

Fabian Rau, Vice President Marketing

Email: f.rau@except.ch

Phone: +49 172 365 3167