

Loyalty

on paper, plastic and mobile

identity
form
card
mobile
payment



security since 1851

Solutions for customers' loyalty on card and mobile

Enlarging the clientele and retaining the customers are increasingly difficult tasks for a commercial firm. As the customers' habits are altering very quickly due to the internet, the establishment of a stable, long-term partnership with the customers and strengthening of the emotional bonds can be achieved through the deliberate building up of loyalty.

Through to the combined use of contactless solutions and mobile applications, ANY Security Printing Company offers the following services to commercial firms: loyalty shopping applications and additional services on paper, plastic and mobile.

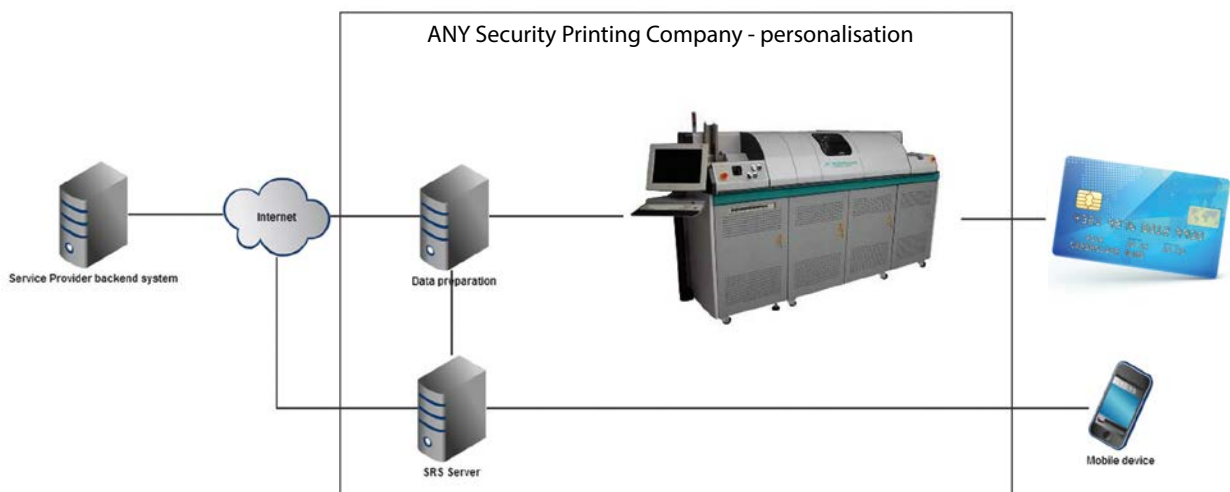
The Company has been involved in with the production and personalisation of plastic cards since 1998. As one of the leading card producers of the region, ANY produces almost all of the Hungarian documents and bankcards for numerous financial institutions, based on the experiences obtained during the production of more than 500 million plastic cards. In line with international trends, besides the PayPass bankcard saved in the mobile wallet, the Company can securely transmit mobile coupons and vouchers of many other values to NFC-enabled phones, using TSM (Trusted Service Manager) service certificated by MasterCard Mobile Provisioning. The Company's TSM service has been tested in the national MobileWallet pilot programme for nearly a year not only by the three Hungarian mobile operators (Telekom, Vodafone, Telenor) but also by OTP, the largest domestic bank and Supershop, which is one of the loyalty systems with the largest customer base. The

transport and different access applications personalised by TSM service were also tested in the MobileWallet pilot. The Printing Company's TSM service, including both the remote personalisation and the lifecycle management service provided during the project, has successfully passed the tests in the NFC pilot programme operated by thousands of users.

Relying on the internationally audited certifications and the expertise of the Company, ANY Security Printing Company can deliver almost all products used for payment and personalisation on paper, plastic and mobile.

Loyalty applications on card and mobile

Loyalty cards granting different discounts to the loyal customers are very popular in the field of payment. Placing various applications on the bankcards, the Company is ready to issue bankcards equipped with preinstalled commercial



applications. Changing of or amendment to the applications due to the different promotions, is faster and easier using the mobile wallet, because applications, electronic vouchers and gift cards installed in the mobile wallet can be easily changed in the street rather than in the bank or at the designated ATM.

ANY Security Printing Company, using its SP-TSM (Service Provider Trusted Management), provides that all the Hungarian customers are able to load loyalty applications on NFC capable mobile phones, since the necessary security channels have already been tested and built up by the Company in the MobileWallet pilot for the three Hungarian mobile service providers.

Using the possibilities of the rapidly developing technology, the Company offers a full range of creative card solutions to its Partners.

The Company is able to produce cards having the following properties:

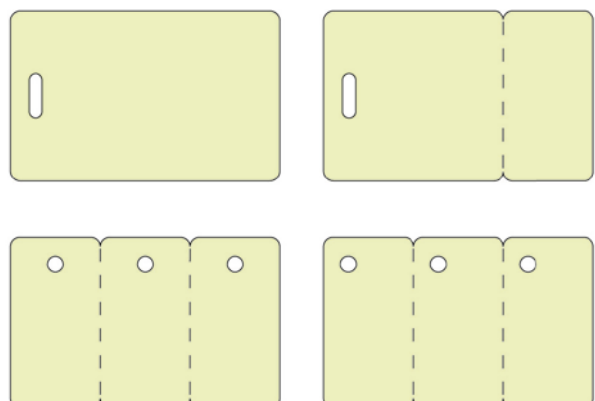
- glossy or unglazed surface,
- special cards printed using gold or silver ink,
- cards using special appearance and touch,
- translucent,
- adhesive (duplocoll)
- cards equipped with a wide variety of security elements, and
- die-cutting of the cards to standard or individual forms – production of key cards.



Besides the production of innovative card bodies, the Printing Company has expertise in the production and personalisation of contactless cards, and in addition, in designing and finishing of loyalty programs using chip technology, and also in the production of personalised letters in the field of complex mailing services. The Company is prepared for the production, visual and electronic personalisation, chip encoding of standard NFC cards, as well as for the development of applications to run on them, and also for the planning and implementation of the whole NFC-based system.

Creative solutions

- Minicard is a small, practical card that can be hanged on a key chain. It facilitates the customers' access to services. Family members holding partner cards can be added to the user of the loyalty system.
- Gift card credited with diverse amounts of money can be manufactured with graphics suited to certain occasions (e.g.: birthdays, Christmas, Easter) and can be simply taken at the cash desk.
- Development of mobile applications, adapting and downloading of bonds and coupons of different values to existing applications, using TSM service.
- Production and personalisation of printed and mobile entrance tickets; production of bulk direct mails, transpromo prepared with colour personalisation and equipped with individual QR code.



Personalised forms – direct mail

ANY Security Printing Company provides a full-range mail service that may include printing, colour personalisation, enveloping and mailing processes. The company is ready for not only the daily personalisation but the also handling of undeliverable letters occurring every day as well. The continuous technological developments ensure that the Company provides the complete implementation of mailing of the printed multicolour and single-colour or spot-colour personalised account balance statements and notifications as well as the cards, under favourable conditions and in a flexible way.

Currently the capacity of the high-speed digital printing machines is up to 3 million A/4 pages per day, and the daily enveloping capacity exceeds 700 thousand pieces.

The full-range services provided by the Company to loyalty systems are as follows:

- printing of data input sheets;
- electronic data recording and processing;
- card production and direct mail printing;
- virtual based cards and tickets optimized for mobile phones.

ANY Security Printing Company is capable of the secure production of both the complete loyalty program and the single products as modules.

ANY BIZTONSÁGI NYOMDA
SECURITY PRINTING COMPANY
KÖZÉP-ÉS ALKALMI NYOMDA

MINTA TAMÁS
BUDAPEST
RÓZSÁS UTCA 283.
1234

Számlaejegyleg

Számla zárásának időpontja: 2008.08.25.
Számla száma: 13500048-05461049-9834647/2008.08.
Ügyfél neve: Minta Tamás
Munkahely címe: 1235 1547 1235 4317
Külső határidő: 2008.09.05.

Engedélyezett hitelkeret: 300 000 Ft
Igyentel hitelkeret: 300 000 Ft
Havi törlesztendő összeg: 14 000 Ft

CALL CENTER: 00 36 1 555 5555

Havi fizetendő összeg: 83 895 Ft
Hátralékos tartozás: 50 000 Ft
Havi összes forgalom részletfizetés: 120 000 Ft
Havi összes vásárlás egyszemélyi fizetésre: 69 894 Ft
Rendelőre álló hitelkeret: 64 283 Ft
Minimális befizetendő összeg: 5000 Ft

A számla 2008 augusztus havi forgalmának részletezése

Nyitó egyenleg: 2008.07.31.	202 576 Ft	15000 Ft		
TRANZAKCIÓ	Dátum	Leírás	Tételek	Jelölés
2008.07.23.	2008.07.23.	ATM készpénzfelvétel	100 000 Ft	
2008.07.23.	2008.07.23.	Készpénzfelvétel díja	600 Ft	
2008.07.26.	2008.07.26.	Vásárlás egyszemélyi fizetésre	9 756 Ft	1 000 Ft
2008.07.27.	2008.07.27.	ATM készpénzfelvétel	20 000 Ft	1 300 Ft
2008.07.29.	2008.07.30.	Vásárlás egyszemélyi fizetésre	21 288 Ft	1 400 Ft
2008.08.13.	2008.07.13.	Vásárlás egyszemélyi fizetésre	10 550 Ft	1 000 Ft
2008.08.16.	2008.07.12.	Vásárlás egyszemélyi fizetésre	20 253 Ft	900 Ft
2008.08.17.	2008.08.17.	Egyenletesező díj	300 Ft	
2008.08.21.	2008.08.21.	Büntetés díj	850 Ft	
Havi összes forgalom:	182 399 Ft	15000 Ft		
Záró egyenleg:	235 471 Ft	15000 Ft		

Havi összes vásárlás egyszemélyi fizetésre: itt találja meg azokat a tranzakciókat az összegét, amelyeket - a havi törlesztési módjól eltekintve, ill. a Bank hűségnyilatkozata megnevezett feltételeinek megfelelően - kamatmentesen egy összegben is visszatéríthet a mellékelt csekk(ek)en a soron következő esedékességig. Az egyszemélyi visszatérítési elmaradás esetén Önnek a szerződésben foglalt havi törlesztési esedékességig sorint és meghatározott kamattételek alapján kell törlesztenie.

Augusztus havi terhelések

A kupon tulajdonosa:
MINTA TAMÁS
BUDAPEST

00000000000000000000

Sorszám: 01234567

Minta Példa
ELEKTRONIKA ÁRUHÁZLANC

E kupon tulajdonosának háztartási nagygépek vásárlásakor **10%** kedvezményt biztosítunk!

Personalised coupon

Balance

Pie chart for the cash data of the statement

