

## PRESS RELEASE

# exceet to offer turnkey solutions for mobile loyalty and mobile payment

- Strategic partnership with bluesource – mobile solutions
- Customer loyalty solution “mobile pocket” goes NFC

Munich/Hagenberg, 26 February 2013 – Commercial enterprises and financial service can now benefit from a collaborative arrangement between exceet and Austrian sales and development partner bluesource – mobile solutions in implementing their customer loyalty programs. The two enterprises offer joint end-to-end solutions for payment and loyalty systems and enable secure management of business processes via internet, smartphones and tablet PCs. The applications involved are based on state-of-the-art smartcard and NFC technology as well as target group-oriented app development. They can be expected to revolutionize traditional payment operations and customer loyalty systems. exceet is contributing its long-standing experience in the field of manufacturing and personalization of smartcards, while bluesource – mobile solutions supplies know-how in mobile loyalty systems and app development.

### “mobile pocket” by bluesource

The bluesource smartphone application development “mobile pocket” makes customer cards and vouchers available via an app. In cooperation with exceet, the system has now been optimized for near-field communication (NFC) applications. Using “mobile-pocket”, any customer card can be loaded onto a smartphone. With app availability for iOs, Android, Windows Phone 7, BlackBerry and Symbian, more than 300,000 users already benefit from “mobile pocket”.

Robert Wolny, CEO of exceet Card Group, explains: “As a first step, we plan to develop joint products, solutions and services and offer the “mobile pocket” app as an NFC-enabled product. We’ve already been successful in acquiring and implementing our first joint client projects. Our customers can now profit directly from our first-rate technology and service portfolio in the smartcard field and achieve an ideal addition to their customer retention systems by way of a mobile loyalty solution. This offers our clients and our enterprise group a decisive competitive advantage.”

Wolfgang Stockner, Director of bluesource, adds: “This sales and technology partnership represents a fundamental step for both enterprises. exceet offers its clients a range of innovative mobile solutions, and bluesource will profit from a strong partner in the banking and loyalty market. This will allow us to further expand our position as one of the leading m-commerce providers in the German-speaking region and significantly broaden range of activities.”

### About exceet Card Group

exceet Card Group AG combines the strengths of globally leading manufacturers of RFID, dual-interface and chip cards. The Group’s innovative product portfolio encompasses design, development, consulting, production, personalization and lettershop, making it one of the leading full-service providers of smartcards, NFC solutions and readers. In the mobile solutions field, exceet Card Group offers mobile services, identity protection, secure payment solutions, authenticated online services as well as cloud computing access.

**About bluesource**

Founded in 2001 in the Austrian software park at Hagenberg, bluesource is a specialist for professional solutions in the field of mobile marketing. Business fields include the product "mobile pocket" and individual mobile apps, SMS and Bluetooth marketing as well as mobile tagging. Client and sales target groups are commercial businesses, enterprises from the public health sector and customer organizations operating or planning to initiate customer loyalty programs. In 2011, bluesource entered the US market and established a branch office in Silicon Valley.

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