



PRESS RELEASE

SPS and Bsmart partner for dual technology banking cards in Latin America

Smart Packaging Solutions is pleased to announce that Bsmart, a Brazilian company involved in secure transaction markets, has been appointed as its Agent for the Latin America and Caribbean area.

ROUSSET, FRANCE, May 7, 2012 - Smart Packaging Solutions (SPS) is enhancing its presence in Latin America and the Caribbean thanks to the signature of an Agent contract with Bsmart Group. This partnership will allow both companies to support the upcoming development in the dual interface banking card market throughout the continent.

Headquartered in São Paulo, Brazil, Bsmart brings an extensive track record and a long standing expertise in smart card markets, and a strong commercial presence in Latin America and the Caribbean.

Ivan Peytavin, Head of Sales for the Americas at SPS said: “Thanks to our partnership with Bsmart, we will be able to bring our reliable and cost effective solutions for dual interface cards to the Brazilian, and more globally, Latin American and Caribbean market”.

“We are very happy to become SPS Agent, and to add their valuable expertise in dual interface cards to our portfolio of payment solutions. The combined team effort between Bsmart and SPS will be instrumental in supporting the boom of payment markets in Latin America and the Caribbean”, added Lourival Mazzo, Commercial Manager for Bsmart Group.

The Latin American banking card market is already one of the most dynamic in the world. Most of the continent is already using EMV contact cards, and several projects have been launched to migrate to dual technology banking cards, supporting both contact and contactless interfaces. The installed base of

payment and banking smart cards is projected to reach 450 million just in Brazil by the end of 2016, according to a recent report from IMS Research, a UK based consultancy acknowledged for its expertise on banking cards.

SPS EBooster® technology allows smart card manufacturers of all sizes to deliver high-performance dual technology cards to financial institutions issuing banking cards. SPS platform consists in a micro-module with contacts for EMV contact transactions integrating a small antenna, and an inlay with a full card size antenna, coupled with the small antenna, allowing an efficient communication in contactless mode between the card and the reader. This way, and because there is no physical connection between both antennas, cards are highly reliable, and even allow five lines of embossing in the ISO-defined area. Thanks to the EBooster® technology, smart card vendors are able to deliver dual technology contact & contactless cards without costly investments in their production line. They can easily integrate a stable process that guarantees high yield rates for their dual interface card embedding process.

About SPS

With more than 20 years of experience in the field of smart card technologies, Smart Packaging Solutions is specialized in the design, manufacturing and sale of contactless solutions dedicated to ID cards, e-passport and dual interface banking cards. Headquartered in Rousset, France, SPS employs 100 people. The company specializes in contactless and dual-interface products, with a recognized micro packaging expertise. SPS has filed over 120 patents supporting its exclusive technologies. More information at www.s-p-s.com

About Bsmart

Bsmart's customers benefit from the company's sales techniques, distribution channels, across region network, experience in enterprise reorganization, as well as in the setup of companies from different sizes and nationalities in all Latin America. Bsmart Group has three business units organized as follow:

- Bsmart Latin America that acts in the consulting area, advising and supporting foreign companies to do business in Brazil and Latin American and Caribbean region,
- Bsmart Business Solutions, focused in the development and distribution of content, smart card and mobile applications, services and solutions to the Telecom, Government, Cards and Banking industry,
- Bsmart M2M Solutions, business unit that develops and implements solutions and services for the M2M environment.

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