

EMBROSS NORTH AMERICA LTD. ACQUIRES IBM TRAVEL & TRANSPORTATION KIOSK DIVISION

FOR IMMEDIATE RELEASE

TORONTO, ON – MAY 5, 2015- Passenger service solutions provider Embross North America Ltd., today announced its acquisition of IBM's Global Business Services, Travel & Transportation, kiosk business.

A global leader in self-service travel kiosks and middleware for almost 20 years, IBM has been at the forefront of passenger service kiosk solutions with more than 16,000 units delivered globally. The Toronto-based IBM business unit boasts a strong portfolio of kiosk and related solutions including market-leading Common Use Self Service (CUSS) middleware and kiosk management applications, automated passport control and its newly deployed, automated bag drop units.

Embross has been rapidly growing its market share through its differentiated approach of dynamic, flexible and design-oriented kiosk solutions. This acquisition will see the two highly-capable teams combine to deliver the next generation of self-service solutions.

"Making the travel experience simpler and more efficient through self-service automation has been a goal of our two companies for some time," said Achilles Tzelepis, Embross CEO. "The synergy between our product portfolios and our approaches to innovation was a natural fit. Add an amazing team of people from IBM with two decades of best practice kiosk solution design and we're very excited about what we can achieve together and the value we can deliver to our customers and partners."

Embross continues the growth of its global footprint in 2015 with kiosk deployments in Australia, Asia and North America. The acquisition will expand its existing manufacturing base and software capability to include the IBM kiosk team and facility. A transition to a larger facility in the Toronto area is planned for 2015 to support future growth.

"Delivering great self-service solutions with the flexibility, engagement and cost effectiveness that our customers need is a vision that this team is well aligned to," said Kelly Locker, former Self-Service Kiosk Practice Leader at IBM Canada and now General Manager of Embross North America. "This latest investment in knowledge, infrastructure and capability puts us in great position to continue delivering that vision on a global basis and build on an already rich history"

Subsequent to the acquisition, Embross and IBM's Global Business Services' Travel & Transportation division will continue to work together as part of a new collaboration framework supporting existing and future customers. This collaboration will deliver a growing range of multi-channel solutions including mobile, cloud and self-service hardware and applications.

Embross will be launching its expanded product portfolio and services shortly after close along with a new European office supporting Europe, Middle East and Africa.

About Embross

Embross is a dynamic technology company developing self-service hardware and software solutions for travel, transportation and ticketing industries. With more than 20 years of solution design and deployment experience across multiple channels, the Embross team helps its customers improve operational capabilities, gain greater service efficiency and embrace newer and more effective technology options. <http://www.embross.com>

Contact

Embross North America Ltd.

Myles Tzelepis

Vice President- Marketing & Product

+61 404 661 093 mylest@embross.com