



## SIA-SSB WINS THE AWARD FOR OUTSTANDING STRATEGY AND INNOVATION IN CARDS AND PAYMENTS

*The prize was awarded to SIA-SSB in Madrid during the "Cards and Payments Europe Awards 2010" for its technological innovation and excellence in operating and business models*

Milan, 24<sup>th</sup> May 2010 – **SIA-SSB** has won the "outstanding strategy and innovation" prize at the "Cards and Payments Europe Awards 2010" presented in Madrid by VRL, a research and analysis company operating in the field of financial and professional services.

SIA-SSB received this international recognition during the most important event at European level dedicated to the payments and cards sector, which saw the participation of companies and providers from many countries including USA, Great Britain, China, Russia and Turkey.

As specified in the prize citation, SIA-SSB distinguished itself for its ability **to use technological innovation** and its **excellence in operating and business models to refocus its activities on strategic areas during a period of profound economic recession**.

Among the most interesting innovations a multifunctional prepaid card that enables cardholders to carry out payment transactions such as credit transfers, direct debits, standing orders and reloads without the need to have a current account.

With regard to the operating and business models, the company has confirmed its role as technology provider capable of offering a complete range of payments services and solutions to central banks, retail banks, financial markets, P.A. and corporates.

*"We are proud to have received this important recognition at European level, which confirms the success of SIA-SSB's strategy of placing the customer's needs at the heart of its development activities and investments" – stated **Nicola Cordone, SIA-SSB Deputy General Manager and Cards Director**. "SIA-SSB was in fact able to help its customers by allowing them to exploit innovation as an opportunity for growth, also during a difficult period for markets like the present one. SIA-SSB's expansion in central-Eastern European markets has permitted us to fully understand the various characteristics and specific features of consumers in those areas and thus to offer new payment card products based on the analysis of requirements of these new markets as well as of the traditional ones".*



**SIA-SSB**, European leader in Information & Communication Technology, provides services and solutions to the international financial community in the areas of credit and debit card processing, payment systems, capital markets and network services for connectivity and messaging.

Created from the merger between SIA (*Società Interbancaria per l'Automazione*) and SSB (*Società per i Servizi Bancari*), SIA-SSB Group currently operates in 30 countries and has subsidiaries in Belgium, Hungary and South Africa.

With 7 billion transactions annually – relating to cards, collections and payments – 61.7 million cards managed and 7.5 billion deals processed on financial markets, SIA-SSB carries 11.1 thousand billion bytes of data on the network.

SIA-SSB Group is made up of seven companies: the parent company **SIA-SSB**, the Italian subsidiaries **Kedrios** (back-office and reporting services), **RA Computer** (solutions and applications for banks, businesses and P.A.) and **TSP** (systems and services for companies and P.A.), **SiNSYS** (card processing) in Belgium, **Perago** (infrastructures for central banks) in Switzerland and South Africa, and **GBC** (card processing and ATM/POS terminal management) in Hungary.

For more information, go to: [www.siassb.eu](http://www.siassb.eu)

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