

Bank Asya migrates successfully to MasterCard smart cards with Sagem Orga

Paderborn, October 31, 2006

Sagem Orga GmbH is continuing its string of successes in the Turkish banking market with a further order. The smart card expert has supplied EMV Lite Y MasterCard to Bank Asya in Turkey through its local partner OLCSAN.



This is the first MasterCard smart card project for the Bank Asya. "We were persuaded not only by the highly secure card product based on MasterCard's M/Chip 4 specification, but also by the great expertise of Sagem Orga," says Faruk Nurdogan, Head of Card Operations at Bank Asya. "The company was an experienced partner in every phase of the project," continues Nurdogan.

"The Turkish banking market is very innovative and is the strongest growing EMV market in Europe. By rolling out EMV technology, Bank Asya is setting a clear trend toward modernity at Islamic banks. Sagem Orga is a force in the Turkish market, where it has five active customers, and has very precise knowledge of the special local market requirements. Apart from in the Turkish market, we have also implemented successful EMV projects for banks in the fast growing markets in Southeast Asia and the Middle East," states Silvio Stockmann, Managing Director of the Sagem Orga branch office in Istanbul.

The EMV (Europay, MasterCard and Visa) standard supports worldwide migration from the magnetic stripe card to smart card technology.

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Bank Asya, founded as Turkey's 6th privately owned finance house, began operations under the name of Asya Finans on October 24, 1996. Despite being the youngest participation bank in the Turkish banking sector, Bank Asya has become a sought after banking services provider for retail, commercial and corporate customers in a relatively short period of time. With its paid-in capital of NTL 240 million, Bank Asya has a sound capital base, standing firm on its widely-spread national and multi-partnered shareholding structure.

Complying with all the principles of the interest-free banking system, and embracing the concept of supporting production as its founding principle, Bank Asya has one overarching objective, namely to convey the concept of the interest-free financing system to the public at large. It aims to accomplish this goal with the aid of the latest technology available and its customer-oriented service approach.

As the first participation bank in Turkey to earn the ISO 9001 Quality Management System certificate, Bank Asya is constantly improving its product range to meet the demands of its retail, commercial and corporate clients, simultaneously enriching its delivery channels both in quantity and variety.

As it embarks on its mission to garner an increasing share of the market, Bank Asya embraces these two fundamental objectives as the keys to its successful growth:

- The development of interest free banking services via new derivative products
- The adaptation of existing and widely used banking products into the interest free banking system.

Bank Asya determines its business principles, mission, and vision with the collaboration and contribution of its employees, developing a participatory institutional culture of faith in teamwork and success.

www.bankasya.com.tr

Sagem Orga was founded in 2005 to bundle the smart card expertise of the French company Sagem Défense Sécurité with that of Germany-based ORGA Kartensysteme GmbH. This smart card expert offers its customers innovative, tailor-made system solutions built around the latest card technology, and it is one of the major players in the international smart card industry. Sagem Orga's portfolio includes hardware and software, consulting and services related to smart cards for the Telecommunications, Health, ID and Banking sectors.

Sagem Orga maintains a global network of subsidiaries, joint ventures, branch offices and sales partners as well as state-of-the-art production sites in Germany, France, China, Brazil, Russia, India, and the U.S. The company employs more than 1,800 people worldwide.

Sagem Orga, subsidiary of Sagem Défense Sécurité, is a part of the international high-tech group SAFRAN. With 58,000 employees in more than 30 countries, SAFRAN generates annual sales of more than 10 billion euros.

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