

Sagem Orga stays on track for success in the Turkish banking market Further major rollout to Fortis Bank

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Sagem Orga and local partner OLCSAN are continuing on their trail of success in the Turkish banking market by winning a further major contract. Fortis Bank in Istanbul, the country's one of the largest private banks, has placed a further order for several million EMV Lite Y smart cards with Sagem Orga.

As part of the order for the major Turkish bank, Sagem Orga has completed the system customization to provide smart card personalization and customer loyalty features based on Sagem Orga CPS, the global card personalization standard. Fortis A.S. has begun to receive large-scale shipments, based on Sagem Orga's EMV Lite Y product, in November 2005.

"Sagem Orga impressed us with its overall offering and high standard of service. EMV Lite Y, an extremely flexible card product, and the system integration services as part of personalization were decisive factors in our awarding them the contract", confirms Mehmet Akin Telatar, Vice President Retail Banking Operations from Fortis Bank.

The smart cards to be supplied by Sagem Orga will be used in seven different customer segments at Fortis. Each card product will be given a customized design and profile, with up to four loyalty applications. Fortis ranks among the twenty largest financial institutions in Europe and offers its customers Visa and MasterCard credit cards with a chip. In particular, the product concept and integration with Provus - a local personalization service provider - was what persuaded Fortis.

"The Turkish banking market is now the third strongest EMV market in Europe and therefore in the center our growth strategy. Fortis is a special challenge in this regard, since it is one of the country's most innovative and technologically advanced banks. The consequent expansion of our product and services portfolio as well as the addition of the high-security Sagem products has been a contributing factor in the decision of Fortis Bank and four other Turkish banks to opt for Sagem Orga," states Silvio Stockmann, Head of the Banking Business Unit at Sagem Orga.

Fortis is an international financial services provider active in the fields of banking and insurance. The company offers its private, business and institutional customers a comprehensive package of products and services through its own distribution channels, in cooperation with intermediaries and through other distribution partners. Its multi-channel distribution strategy gives Fortis the flexibility to meet its customers' needs for optimum availability and user-friendliness.

Fortis occupies a leading position in all market segments in the Benelux countries. It offers internationally operating companies throughout Europe an integrated network and provides wealthy individuals and business people with advanced services based on a unique set of competencies. Fortis also successfully combines its banking and insurance expertise in growth markets in Europe and Asia and leads the markets in Spain and Portugal.

Boasting a market capitalisation of EUR 31.4 billion (31/07/2005) and total assets of EUR 718 billion, Fortis ranks among the twenty largest financial institutions in Europe. Its sound solvency position, broad risk spread and ambitious, professional workforce of over 51,000 enable Fortis to combine global strength with local flexibility to provide optimum support to its customers.

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