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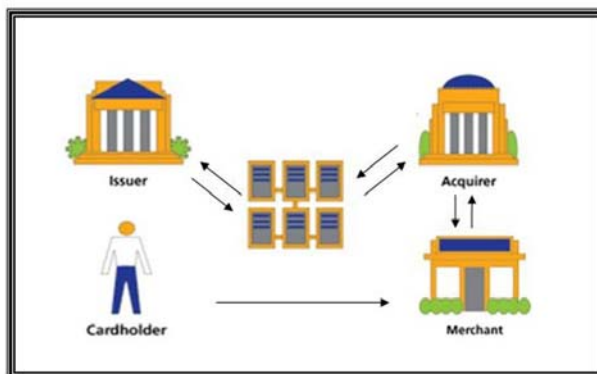
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Latest news from Card Academy

Your internal Card Academy

Through Card Academy we aim to bring a number of key partners together. This in order to bring a more cost-effective educational offer to employees within this sector and to extend the reach and effectiveness of resources spent on education in general.

- Flexible modules
- Customized to your needs
- In local language where possible
- Delivered on your premises
- Conducted as closed sessions



Card Academy is a service available next to your office, and the defined mission for our business is:

Your internal Card Academy

Please note that we will distribute a special edition of the Card Academy Bulletin on Friday 19th June 2009.

Yours sincerely,

Kurt Andersen, Card Academy



The Nordic and Baltic States news

Baltic Sea Card Conference 2009

The Baltic Sea Card Conference is a new service to all employees within Banking and Retail business in the Nordic & Baltic Sea countries.

This is your opportunity to get updated on regional and local day-to-day business issues, as well as meet up with colleagues from all over the Baltic Sea area, facilitating the opportunity to network.

**Baltic Sea
Card Conference**

**6th & 7th October 2009
in Stockholm, Sweden**



Book your Conference already today:

Conference fee €699

(VAT will be added to this fee)

Just send us your personal details on

Booking@BalticSea-CardConference.com ,

and we will confirm your booking shortly.



You also have the opportunity to network with those interested in this Conference on LinkedIn – please register for the Baltic Sea - Card Conference group on <http://www.linkedin.com/groups?gid=1828269>

Please visit www.BalticSea-CardConference.com for further information.

BBS acquires Sagem Denmark A/S and Sagem Manison Finland

BBS acquires Sagem Denmark A/S and Sagem Manison Finland from Ingenico Group. BBS will strengthen its position in the Nordics through the addition of 150 qualified employees and a large portfolio of customers in the Nordics.

After the acquisition BBS will have local presence in Norway, Sweden, Denmark and Finland and realize the ambition of becoming the leading developer and provider of merchant solutions within the areas of payment and information solutions in the Nordic market. BBS is now positioned as a leading supplier and partner for the largest retail chains and financial institutions in the Nordics.

“One of our ambitions is to become the leading provider of merchant solutions in the Nordics. With the purchase of Sagem Denmark and the subsidiary Sagem Manison Finland this ambition will be achieved, says Ola Forberg, CEO of BBS. Today we are the one and only Nordic supplier that can meet the demands of the retailers to have one common payment solution across the Nordic region. This position has been further strengthened through the acquisition, continues Forberg.”



Philippe Lazare, Ingenico Chief Executive Officer, commented: "We are very pleased with the disposal of Sagem Denmark and Manison Finland to BBS along with the strategic partnership for terminal distribution in Nordic countries. This is a great opportunity to reinforce our commercial position in this region thanks to BBS leadership in these countries."

Sagem Denmark already has a leading position in the Danish market and the company has produced and sold the most frequently used payment terminals in Denmark since 1984. The customer portfolio includes several Nordic retail chains and fits well with BBS' existing operations in the Danish market.

In addition Sagem Denmark has achieved a strong position as a worldwide supplier of encrypting PIN pads for outdoor use in ATM's and unattended payment solutions. "This is a new business area for BBS which we together with the employees of Sagem Denmark will develop further. We believe encrypting PIN pads can become a strong global business area says Forberg."

"I believe that the alliance with BBS will create value for both Sagem Denmark and our customers, who will be working with the leading player on the Nordic market. At the same time it allows Sagem Denmark to further expand our global business of payment security products", says Kaj Christiansen, CEO of Sagem Denmark.

Sagem Manison is a substantial player in the Finish market and the fastest growing company in the Nordic countries within payment solutions. "Already today, we have several customers who requests one Nordic solution with adjustments for the Finish market. The solutions provided by Sagem Manison will fulfill this requirement, compliment our Nordic focus and establish us with local presence in Finland, says Forberg."

Päivö Eerola, CEO i Sagem Manison Finland, says "This acquisition creates a real Nordic alternative for the markets and enables us to provide new solutions and new opportunities for our customers."

Besides the activities in Denmark and Finland, Sagem Denmark also has a sales office in Sweden which will further strengthen the position of BBS in the Swedish market.

The acquisition requires an approval from The Financial Supervisory Authority of Norway and will be completed when necessary approval exist.

(Source: BBS, June 2009)

Europe & World Wide news

US authorities push interchange negotiation bill

US lawmakers are seeking to pass legislation that would give retailers a seat at the negotiating table with banks and credit card companies over interchange fee levels.

The bi-partisan Credit Card Fair Fee Act is being pushed through Congress by democratic House Judiciary Chairman John Conyers and republican representative Bill Shuster.

Similar legislation was first tabled last year. The new bill dispenses with earlier provisions to set up a panel to arbitrate arguments between merchants and banks and to require retailers to pass on interchange savings to customers.

Under the current proposals, merchants would be allowed to enter negotiations with banks to establish rates and terms, while an antitrust attorney from the Department of Justice would be present at the talks.

Revenue from interchange in the US credit card industry reached \$48 billion last year, up from \$42 billion in 2007 and \$36 billion a year earlier.

MasterCard issued a statement saying that if passed, the bill would result in "less credit availability, along with higher prices and reduced benefits when Americans choose to use their credit or debit cards".



The National Retail Federation in contrast welcomed the move. NRF SVP and general counsel Mallory Duncan comments: "In the middle of one of the worst recessions seen in decades, consumers can't continue to pay artificially inflated prices just so the credit card industry can skim profits off the top. It's time for these fees to be brought under control."

(Source: Finextra, June 2009)

The Way We Pay 2009 - UK Cash & Cash Machines

The Payments Council in the UK has announced the publication of The Way We Pay 2009: UK Cash & Cash Machines, providing the latest data on how UK consumers are obtaining and using cash and how this is forecast to change 2008 cash and cash machine data shows:

71% of all cash acquired by consumers came from cash machines

2.9 billion cash machine withdrawals were made last year - equivalent to 91 withdrawals per second

Cash payment volumes are forecast to fall by 27% over the next 10 years

If current trends persist, next year for the first time debit card spending will overtake cash spending by value in the UK.

Whilst cash spending continues to remain relatively flat, the number of cash machine withdrawals continues to rise and is forecast to peak in 2011. Consumers are increasingly using cash machines for withdrawing cash, where previously they would have withdrawn money in bank branches or at post offices; five years ago only 54% of cash came from cash machines, last year 71% of cash was acquired that way. This shift has been driven by an increase in the availability and numbers of cash machines as well as the migration of payment for state benefits and pensions from cash and girocheque to automated methods.

The report also reveals that in 2008 consumers made 22.4 billion cash payments, amounting to a total value of £267 billion, and that UK cash machines paid out £192 billion in 2.9 billion transactions. By contrast, in 2008, debit cardholders made 5.5 billion purchases and spent £247 billion on their cards. Although consumer cash spending still amounts to more than that by any other single payment method, this may not remain the case for long - in 2010 consumer debit card spending is forecast to outstrip cash spending by value for the first time.

Edwin Latter, scheme director of Link said: "The report provides a clear picture of the nation's usage and acquisition of cash, revealing how often we withdraw cash as well as the types of places where we make cash payments and what we buy there. For example, two-thirds of cash payments, by volume, last year were made in shops, and 5% of all the cash payments spent there were on entries to the National Lottery.

"Even though the report predicts that cash transactions by value could be overtaken by debits cards for the first time next year, no-one is claiming that the end of cash is nigh. By volume cash still remains king, and will remain so until a viable alternative for low value transactions is widely available."

For information on how to order a copy, priced at £250, and for details of other publications available to purchase, please visit <http://www.apacs.org.uk/publications.html> .

(Source: PaymentsNews, June 2009)

UK e-tailers don't understand PCI DSS - survey

Around 60% of UK online retailers do not know whether they are in compliance with the Payment Card Industry Data Security Standard (PCI DSS), according to a survey from Sage Pay.

Around two thirds of the 1000 SMEs polled by the security vendor say payment fraud remains one of the most daunting elements of running an online business.

In addition, only a small proportion of respondents could demonstrate a clear understanding of the financial risks and implications associated with conducting business online.

Only 39% of retailers questioned actually understand the definition of PCI DSS compliance, while 65% do not believe that they are personally responsible for covering the implications of payments fraud committed on their site.

Yet despite this, three quarters say they will invest to grow their online businesses this year.

Simon Black, MD, Sage Pay, says: "Payment fraud poses a significant threat to online retailers in the UK. Online retailers have become adept at driving traffic to their Web sites but there is still a significant knowledge gap when it comes to understanding and implementing payment security."

Black says firms should improve their awareness of PCI DSS, which "has significantly reduced the impact of credit card payment fraud within the UK".

However, the system has come in for criticism recently, particularly in the wake of the Heartland Payments Systems and RBS WorldPay data breaches.

At the time of the breaches, both companies had received PCI DSS certification but this proved of little value, with firms only needing to be in line with the rules at the time of their assessment.

(Source: Finextra, June 2009)

German firm plans gold-dispensing ATMs

An online precious metals trading company is planning to install 500 gold-dispensing ATMs in Germany, Switzerland and Austria.

TG-Gold-Super-Mark.de plans to roll out the machines at airports, railway stations and shopping malls in a bid to encourage ordinary people to invest in physical assets.

The ATMs will dispense tin boxes containing one gram, five gram and 10 gram pieces of gold, made by Belgian precious metal recycling company Umicore, along with a certificate of authenticity.

Each machine will cost the company around EUR20,000 and can hold up to 1500 pieces of gold.

The firm recently showcased a machine at Frankfurt railway station, where a one gram piece costs EUR31 - a 30% premium to the spot market price.

However, in future the ATMs will be equipped with technology to make sure prices are aligned with those on its Web site.

The firm's chief executive, Thomas Geissler, told Reuters the ATMs were more than a gimmick and that everyone should have up to 15% of their liquid assets in gold.

He says that although demand for gold in Germany is still "tiny", his company has seen a dramatic rise in inquires in recent weeks.

Geissler also claims the machines have the potential to help relationships, telling Reuters: "I have yet to meet a woman who does not like a gift of gold. It's better than flowers. Flowers are more expensive. They wilt and you (as a man) don't get as many points at home as if you bring gold."

(Source: Finextra, June 2009)

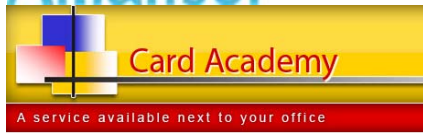
Scheme news

American Express prices \$500 million public equity offering of common stock

American Express announced on 2nd June 2009 that it has priced a public offering of 19,801,981 shares of its common stock at a price to the public of \$25.25 per share for total gross proceeds of approximately \$500 million. American Express has also granted the underwriters a 30-day option to purchase an additional 2,970,296 shares of its common stock.

A registration statement relating to the common stock has been filed with and declared effective by the Securities and Exchange Commission. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the common stock in any state or jurisdiction





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in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

Before you invest, you should read the prospectus in the registration statement and other documents American Express has filed with the SEC for more complete information about American Express and this offering.

(Source: American Express, June 2009)

MasterCard Encourages Consumers to Go Green

To encourage consumers to adopt an environmentally friendly lifestyle, MasterCard has announced the 2009 Live Green, Shop Green campaign. On World Environment Day on 5 June, MasterCard will gift eco-friendly reusable chopsticks to consumers dining at ten designated restaurants in Beijing, Shanghai and Guangzhou to encourage them to use reusable materials to conserve the environment.

Tina Chiang, general manager, China, MasterCard Worldwide, said: "MasterCard is committed to helping protect the environment and we are excited to build on the success of the Live Green, Shop Green campaign that was launched last year. Leading an environmentally friendly lifestyle is set to become a strong social statement. With this campaign, we hope to reach out to youngsters and discerning consumers and stress upon them the importance of adopting a lifestyle that is environmentally conscious."

The Live Green, Shop Green campaign was launched in 2008 in China as a response to the State Council's call for reduced consumption of plastic bags to protect the environment. Environmentally friendly bags designed by well-known environmentalist Fat Rabbit Zhouzhou were donated to residents in the Chaoyang District, in collaboration with the All-China Women's Federation and the Women's Federation of Chaoyang District.

The Live Green, Shop Green eco-friendly chopsticks to be donated on 5 June come in a bag designed, again, by Fat Rabbit Zhouzhou. The bag is made from environmentally friendly materials and has an attractive design with the slogan "Saving Our Planet: Priceless!" The chopsticks, made of stainless steel, are lightweight and recyclable, in a bid to encourage consumers to use these in favor of the disposable wooden chopsticks.

(Source: MasterCard, June 2009)

Visa Introduces VisaVue Travel to Track International Spending

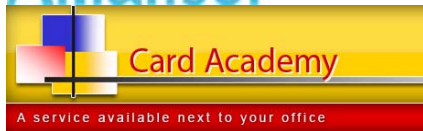
Visa has announced that it is introducing VisaVue Travel, a new service that will provide government agencies, hotels, airlines and other organizations within the U.S. tourism industry with insights into spending by international visitors to the U.S. Visa says that "the new service will enable subscribers to tailor their marketing and promotional strategies and budgets based on up-to-date information about international spending on Visa payment card transactions."

"The global economy is placing considerable pressure on travel and tourism industry merchants. By converting Visa transaction data into actionable information, we can provide timely insights to businesses that rely on tourism revenues as we work to help them grow their businesses," said Bill Sheedy, President – North America, Visa Inc.

Sheedy said, "At the heart of VisaVue® Travel is VisaNet, the company's centralized processing system, which, besides facilitating commerce with speed, accuracy and efficiency, enables us to harness the rich data that flows through our network to offer information-based products and services beyond payment. VisaVue® Travel illustrates the role Visa plays in supporting the tourism industry – better enabling them to meet the rapidly changing needs of the customers they serve."

(Source: PaymentsNews, June 2009)





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Here you find information and links to Card Academy and our partners. We currently have Agent agreements covering Finland and the Baltic states.

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Next issue of the Card Academy Bulletin will be on 26th June 2009.

