



News Release

MasterCard Hosts EMV Chip Symposium for Customers in Egypt

MasterCard Supports Customers' Migration to Chip-Based Payment Solutions in Egypt

Cairo, Egypt, 27 June, 2010 – MasterCard Worldwide together with Collis recently hosted a MasterCard EMV¹ M/Chip Payment Solutions Symposium for financial institutions in Egypt. The symposium was aimed at providing financial institutions a platform to gain further insights and knowledge into opportunities and challenges relating to the deployment of chip-based payment solutions.

The symposium presented the strategic rationale for migrating to MasterCard's globally established *M/Chip* technology. The more than 30 customer participants who attended the EMV *M/Chip* workshop gained valuable insights into the EMV architecture, MasterCard's *M/Chip* program and solution set, establishing migration project objectives, an implementation roadmap and requirements, and system and process impacts, from both the Acquirer and Issuer perspectives.

Chip cards are a vehicle for issuing banks to not only combat fraud but also develop more differentiated products and more value-added products and services for their MasterCard cardholders. At the same time, consumers have been able to benefit from multi-purpose payment cards and the peace of mind afforded by the enhanced security features built into EMV chip cards.

"We are delighted to have teamed up with MasterCard to provide their customers with a platform designed for those who want to know more about chip or representatives who are responsible for planning, testing, development, certification or implementation of chip," said, Jeroen Mulder, Manager Sales EMEA, Collis. "As knowledge experts in the financial industry, we are committed to providing MasterCard customers in Egypt with market-leading EMV and smart card solutions as they make the move to chip."

"Through our expertise, we have assisted our customers globally in developing, marketing and deploying chip smart card solutions, thereby creating opportunities for issuers, merchants and cardholders," said Magdy Hassan, vice president and country manager, Egypt, MasterCard Worldwide. "As customers in Egypt make their move to chip, we, at, MasterCard, are committed to working closely with our customers and vendors to drive chip implementation and deliver additional applications, choice and flexibility to support the fast growing needs of the market."

MasterCard in the Middle East & Levant works closely with the company's Chip Solutions and Engineering Group based in Europe which is responsible for coordinating MasterCard's global

¹ EMV, an industry specification, which was established in 1994 is an acronym for Europay, MasterCard and Visa. It enables all merchants to utilize one terminal at point-of-sale to support any smart card regardless of the issuer or brand. The industry standard also enables interoperability and interchange for debit and credit card types.

chip strategy, defining and developing chip-based products, solutions and implementation processes (including approving vendor products), and ensuring customer deployments are interoperable and consistent with relevant industry standards. MasterCard has product staff based in the Middle East & Levant who ensure that MasterCard provides consistent service to vendors and customer financial institutions in the sub-region.

As of end 2009, there were over 487 million MasterCard branded EMV-Chip cards globally.

About Collis BV

Collis is the market leader in Secure Transaction Technology. Collis has over 150 people strong global team dedicated to delivering innovative solutions to the Finance, Government, Telecom and Transport sectors for over a decade. With its head office based in Leiden, the Netherlands, and Collis has regional offices in 8 locations worldwide. Collis solutions include consultancy projects, product development and expert training associated with smart card technology, security/risk, transactions, cards, devices and central host systems.

Collis is an official Visa Chip Migration Partner, member of the Visa Partner Network, MasterCard Vendor Program, GlobalPlatform, NFC Forum, Smart Card Alliance, ACT Canada, Swift, ISO (Cards, Road Pricing and Automated Fare Collection), 3GPP, GCF and European Brussels Interoperability Group.

Established in 1997, Collis enjoys official recognition of payment associations (Visa, MasterCard, JCB, and others as well as EMVCo) and is an ISO 9001 certified company. This status confirms that Collis customers can always rely on a high quality of standards and services. www.collis.nl

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About MasterCard Worldwide

MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes over 22 billion transactions each year, and provides industry-leading analysis and consulting services to financial-institution customers and merchants. Powered by the MasterCard Worldwide Network and through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories. For more information go to www.mastercard.com. Follow us on Twitter: [@mastercardnews](https://twitter.com/mastercardnews).

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