

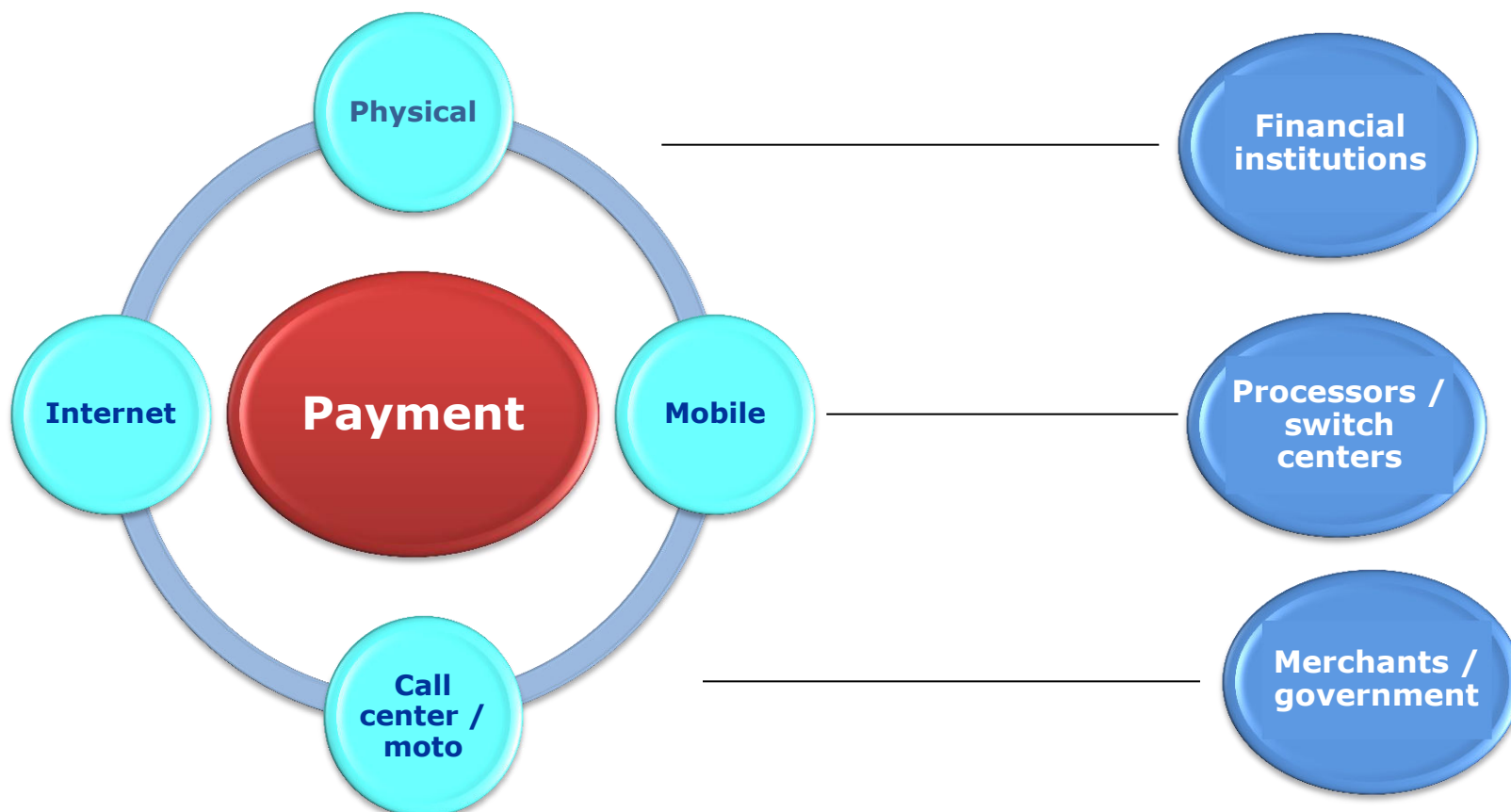


April 26th, 2012
Hatice Ayas, Milan Malis
ASEE Board Members

Payment Solutions Strategy for Growth



Full range of payment solutions...



Asseco SEE - strategic business partner to its customers,
covering all payment areas.

Outsourcing focused, providing solution not only technology;
covering all payment business processes of our customers.



E - PAYMENT



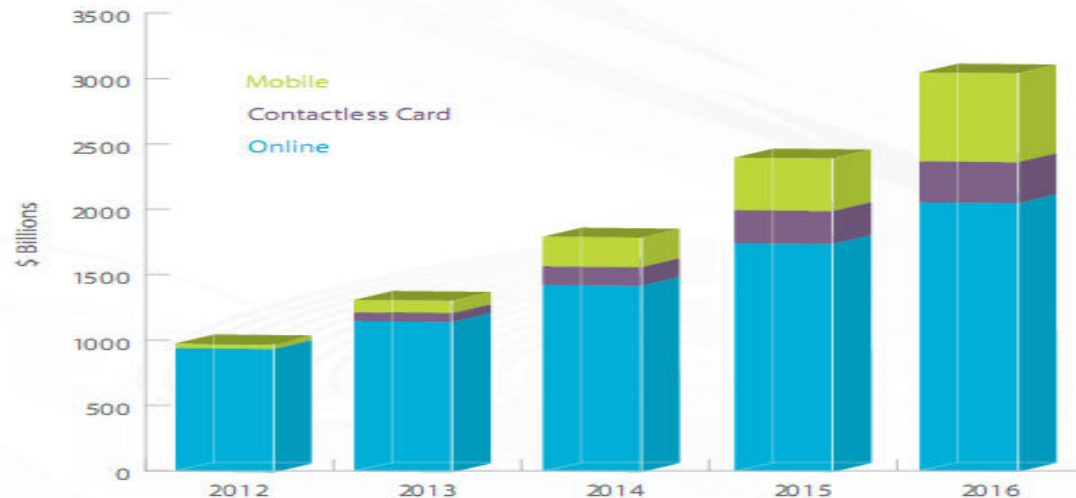
As of today, we have:

- 15 banks with more than 25.000 merchants in 8 countries
- 26 million virtual POS transactions per quarter
- 90% of 3D secure transactions are being processed in Turkey
- 41% of market share in terms of transaction volume in Turkey
- Average 60% increase in Asseco SEE transaction volume annually



E-COMMERCE TRENDS

ADVANCED PAYMENTS – GLOBAL MARKET SIZE



SOURCE: EDC ADVANCED PAYMENTS MODEL CURRENCY UNITED STATES DOLLARS
ONLINE PAYMENTS

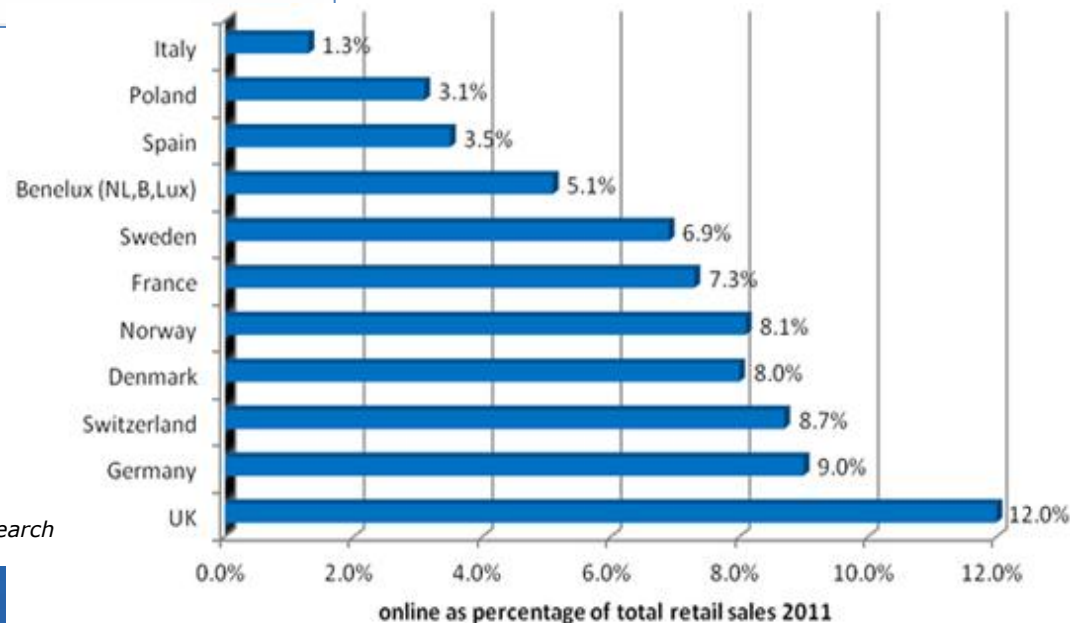
E-commerce expected to grow:

- Above 20% yoy emerging markets
- Above 12% yoy on mature markets

E-commerce is expected to increase its share rapidly in all ASEE target markets.

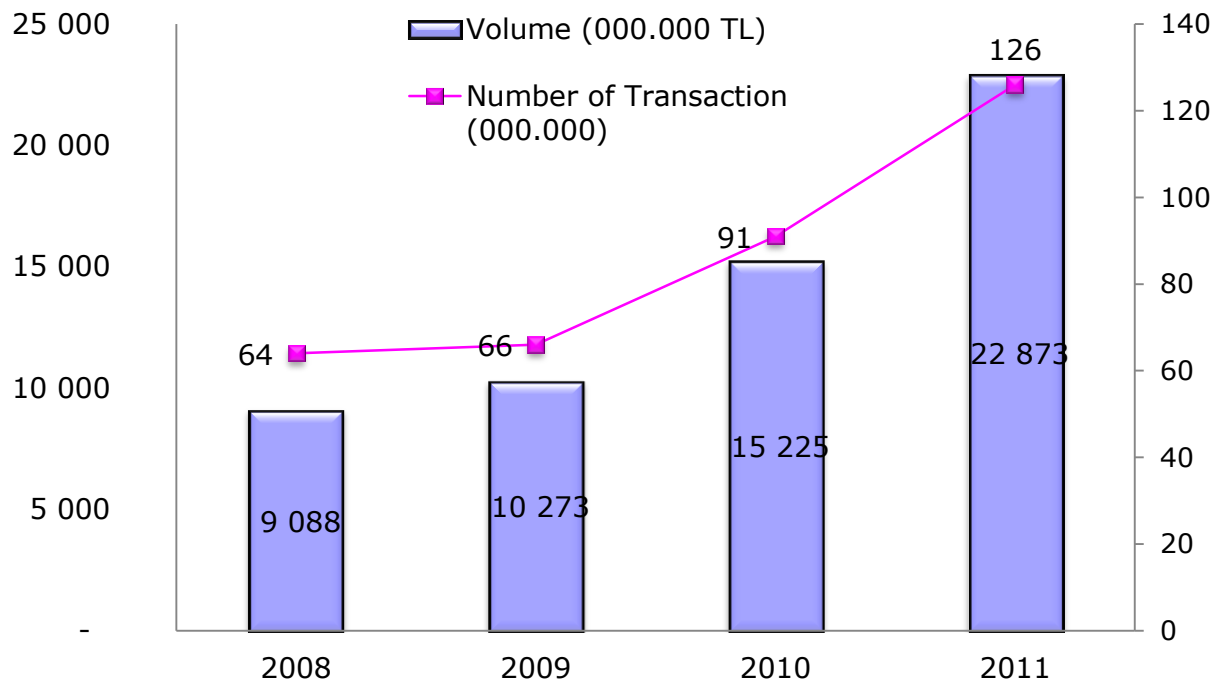
Turkey positioned between Spain & Benelux with 4.9% in online as % of total retail sales.

Source: The Centre for Retail Research





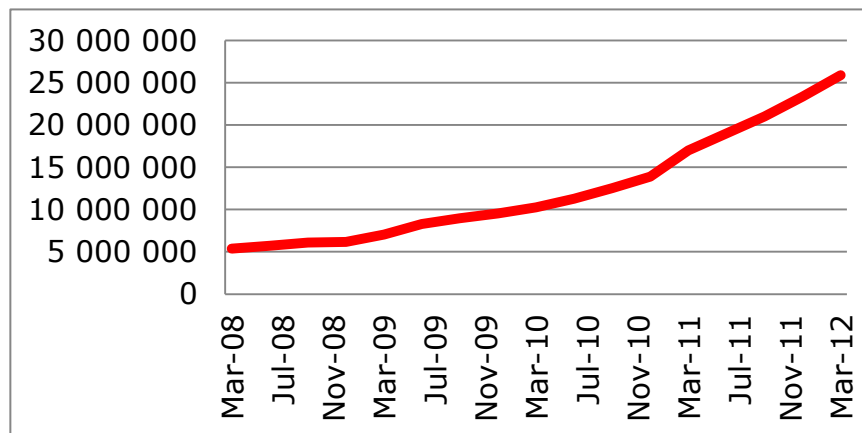
E-Commerce in Turkey



Additionally in 2011 70m
MOTO* transactions
(total 196m transactions)

Source: Turkish National Switch (BKM)

ASEE processed 80m - 41%
market share in terms of no of
transactions



*MOTO – mail order telephone order – automatic transactions done
with usage of previously stored card data



E-commerce dynamics

We are observing increasing trust in e-commerce in the region shown by:

- Increasing number of transactions and
- Increase transaction volume

Years	Growth in num. of transactions	Growth in transaction volume
2009 - 2010	43%	58%
2010 - 2011	40%	57%

Source: Turkish National Switch (BKM)



Full range of e-payment business processes

**We enable the banks
fast market entry & transaction based pricing
allowing them to focus on their core business**

- E-payment transaction processing
- E-merchant integration
- Help desk for e-merchants & banks
- Security & reporting



CURRENT CUSTOMER BASE AND NEW FOCUS MARKETS

1. Turkey
 2. Russia
 3. Poland
 4. Romania
 5. Croatia
 6. Other (Kyrgyzstan, Macedonia, Cyprus, Serbia)
- **Turkey is today base market for our Internet Payment business;**
 - **We focus on markets with higher population and lower e-commerce saturation**
 - **We have taken first steps to develop new markets for our Internet Payment business**

Strategic Markets for Payment Gateway Growth

1. Russia
2. Spain
3. Other high potential emerging markets



PAYMENT INTERNET – GROWTH AREAS

- ♦ New markets (new geographies)
- ♦ New solutions
- ♦ Existing market growth (e-commerce market growth)
- ♦ Emerging new customer segments (telco, government & municipalities)

Taken all sources of growth, we expect average annual growth to exceed 24% for next 5 years.



PAYMENT – PHYSICAL AREA (POS, ATM)



KEY MARKET PLAYERS

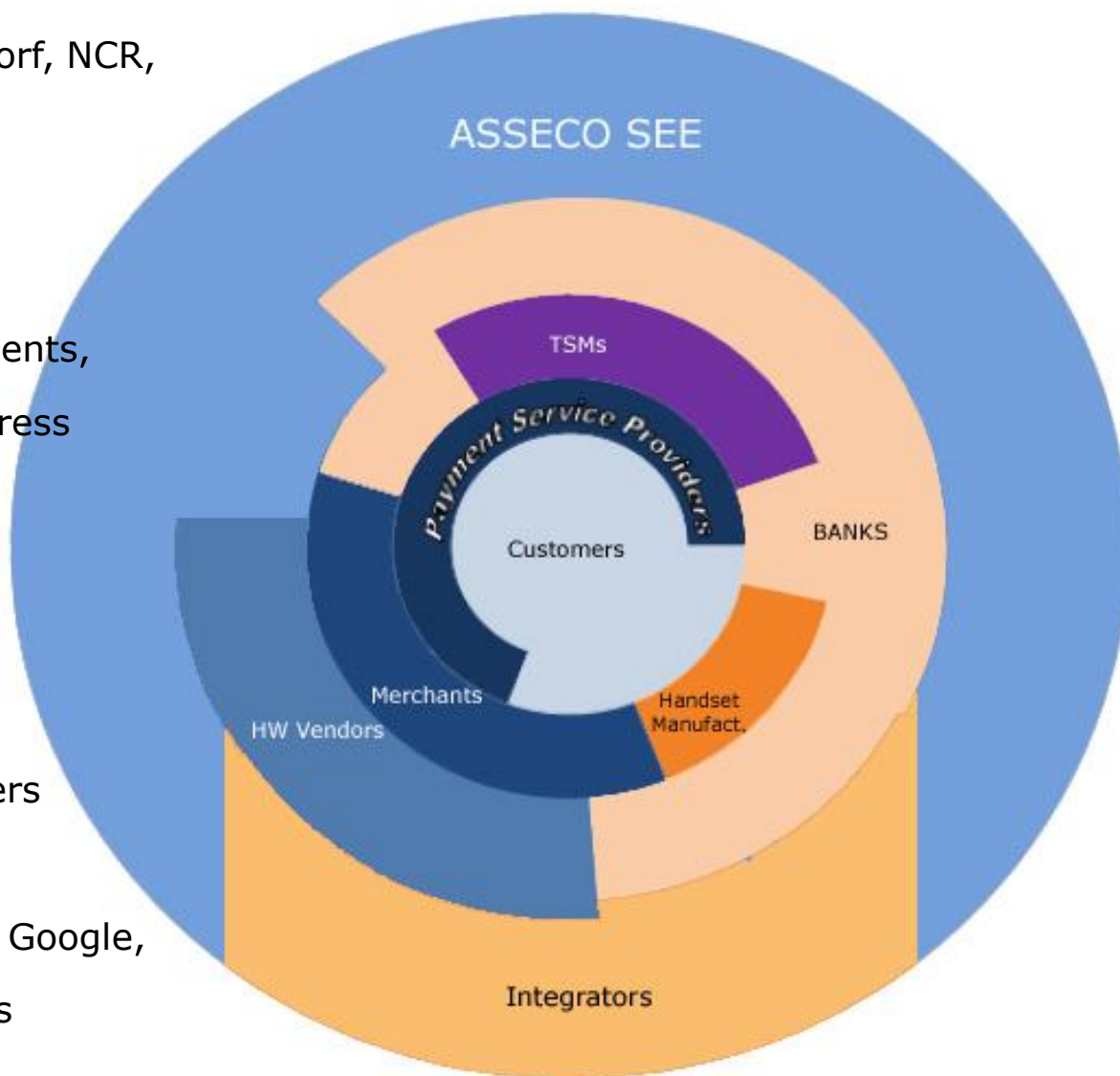
Terminal Vendors Wincor Nixdorf, NCR,
Verifone, Ingenico

Payment Service Providers

First Data, Euronet, Global Payments,
VISA, Mastercard, American Express
Giesecke & Devrient, Oberthur...

Integration: Printec, local players

Newcomers: Telco Providers, Google,
Facebook, Apple, Social networks





MARKET GROWTH DRIVERS

Global trends:

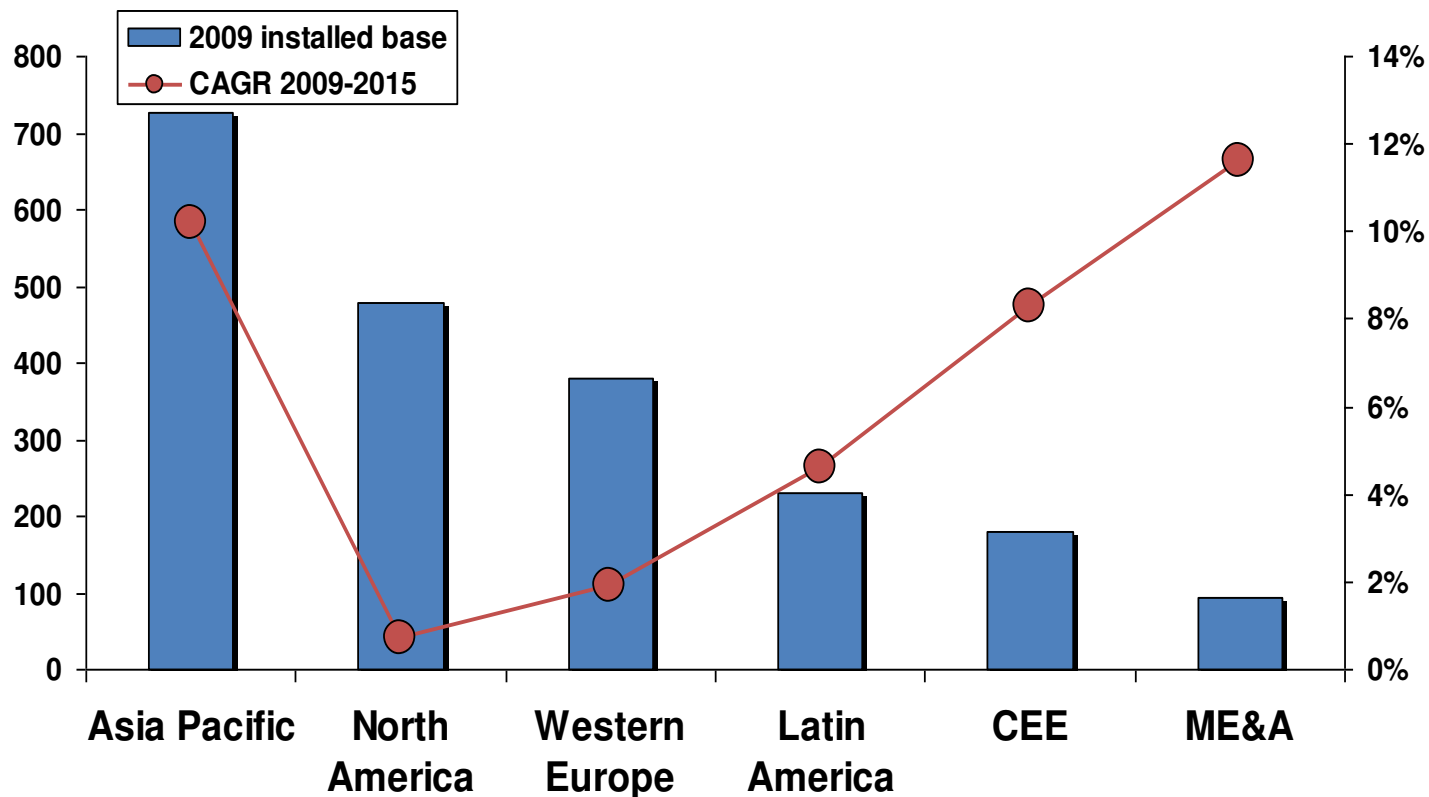
- 8% year on year growth of number of card transactions
- 2.2 millions ATM installed in the world estimated to increase to above 3.2 in 2016
- ATM shipments forecasted to grow CAGR 13.6% by 2010-2015 in CEE
- Growing demand for service availability
- Cash deposit automation and new transactions
- Cost reduction (automation)

SEE market outlook:

- | | |
|--------------------------------------|----------------|
| ▪ EU 850 ATM/million of inhabitants, | SEE region 472 |
| ▪ EU 17 POS/thousand of inhabitants, | SEE region 12 |



ATM INSTALLED BASE (000S) AND GROWTH BY REGION 2009 TO 2015*

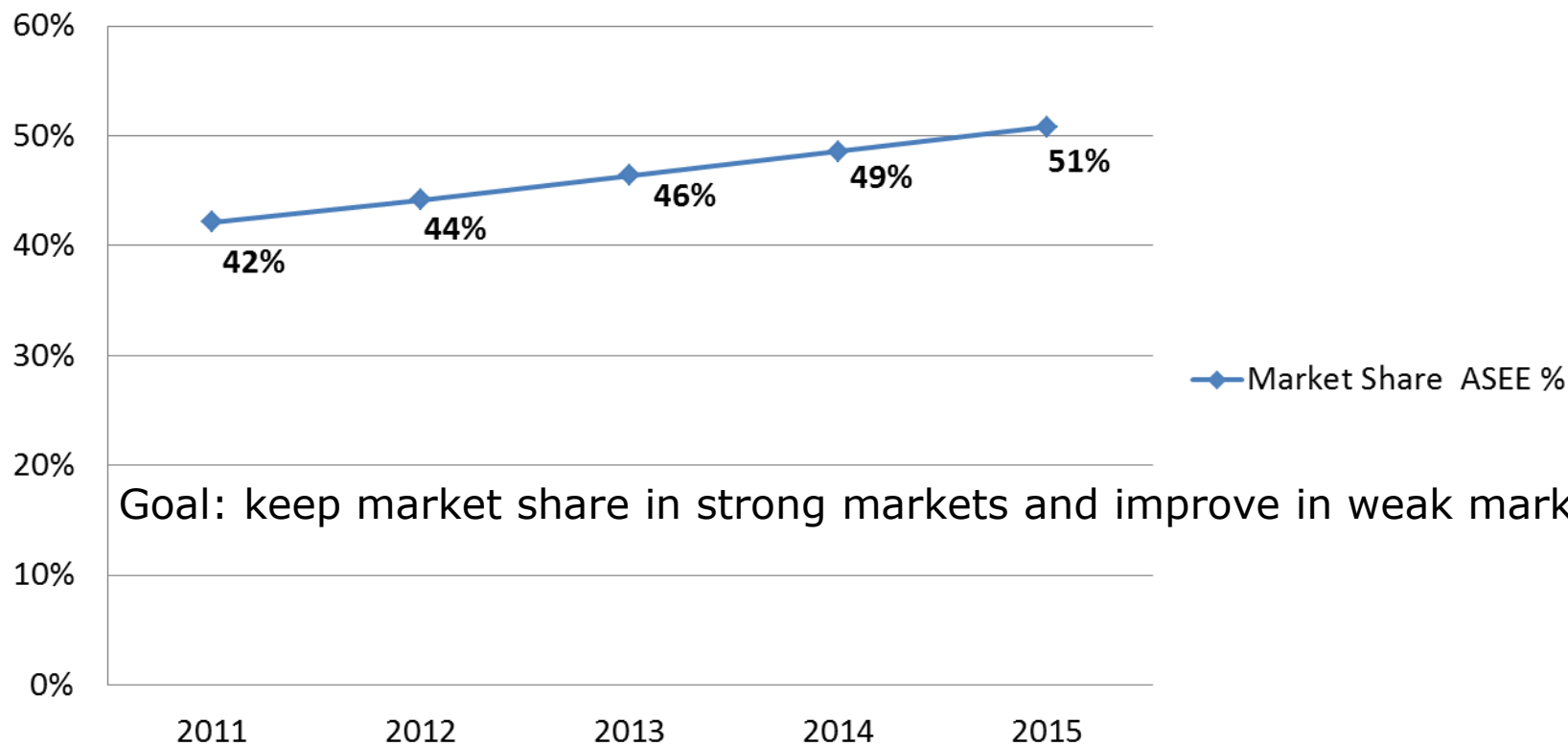


* Expected new shipment growth excluding replacement



GROWTH FORECAST UNTIL 2015:

Market Share ATM

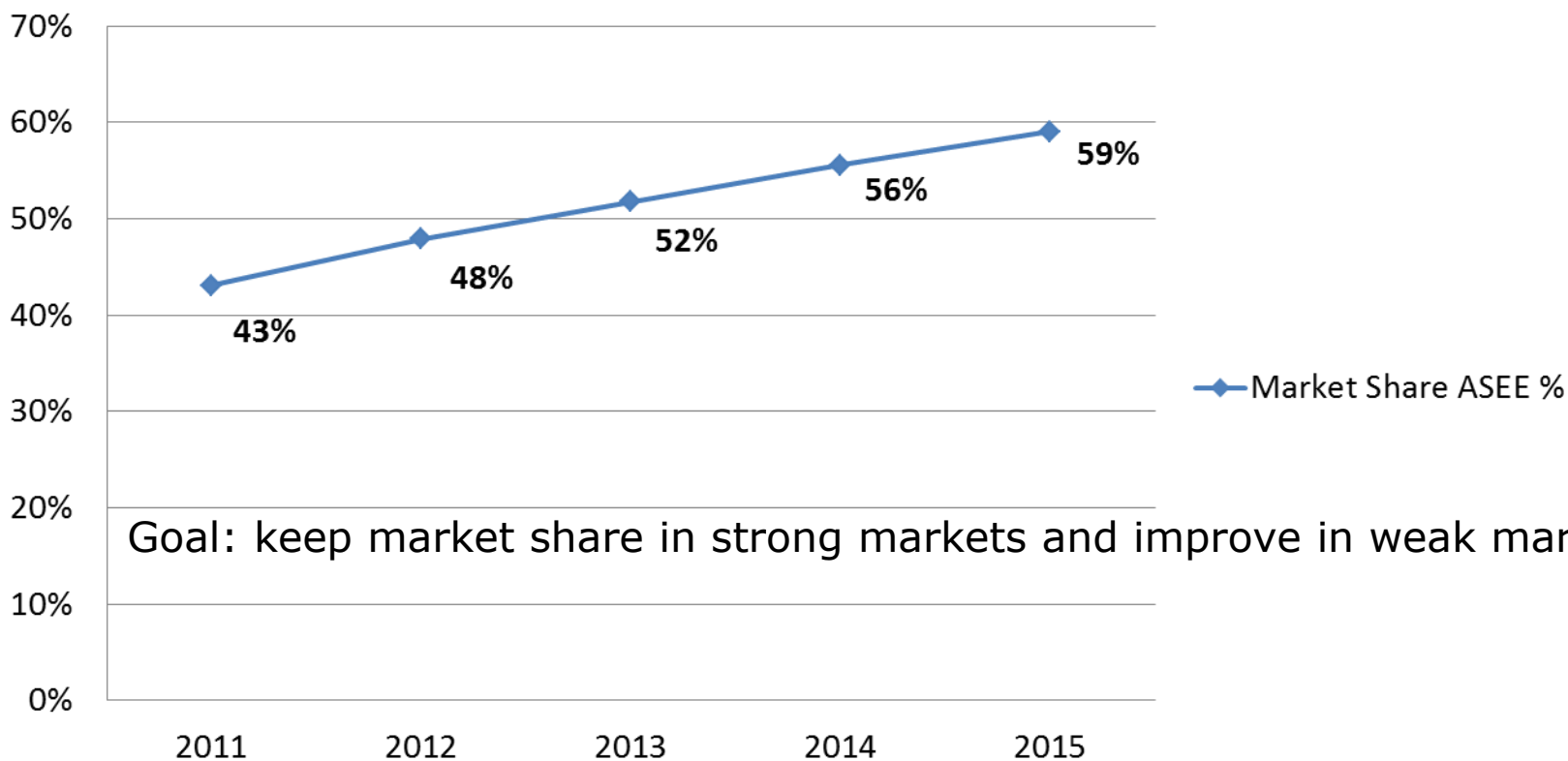


Goal: keep market share in strong markets and improve in weak markets



GROWTH FORECAST UNTIL 2015:

Market Share POS





PAYMENT PHYSICAL AREA - SOURCE OF GROWTH

- Market growth
- Increase market share

- New geographies (to double the existing market)
 - Czech Republic, Slovakia, Hungary
 - Ukraine

- New solutions and services
 - Outsourcing
 - Loyalty and direct marketing
 - Deposit automation

Average expected growth for next five years > 15% in EBIT



ASEE PAYMENT AREA – WHAT CAN BE EXPECTED

- Payment segment market growth – both natural growth and convergence effect
- Introduction of new solutions
- Introduction of new business models (outsourcing)
- Entry on new markets (focus on emerging markets)

CAGR for Payment area exceeding 15% for next 5 years

CAGR 2011-2016	Internet	Physical	Total
Revenue	24,9%	13,9%	15,5%
EBIT	26,2%	14,5%	16,0%



Thank you...