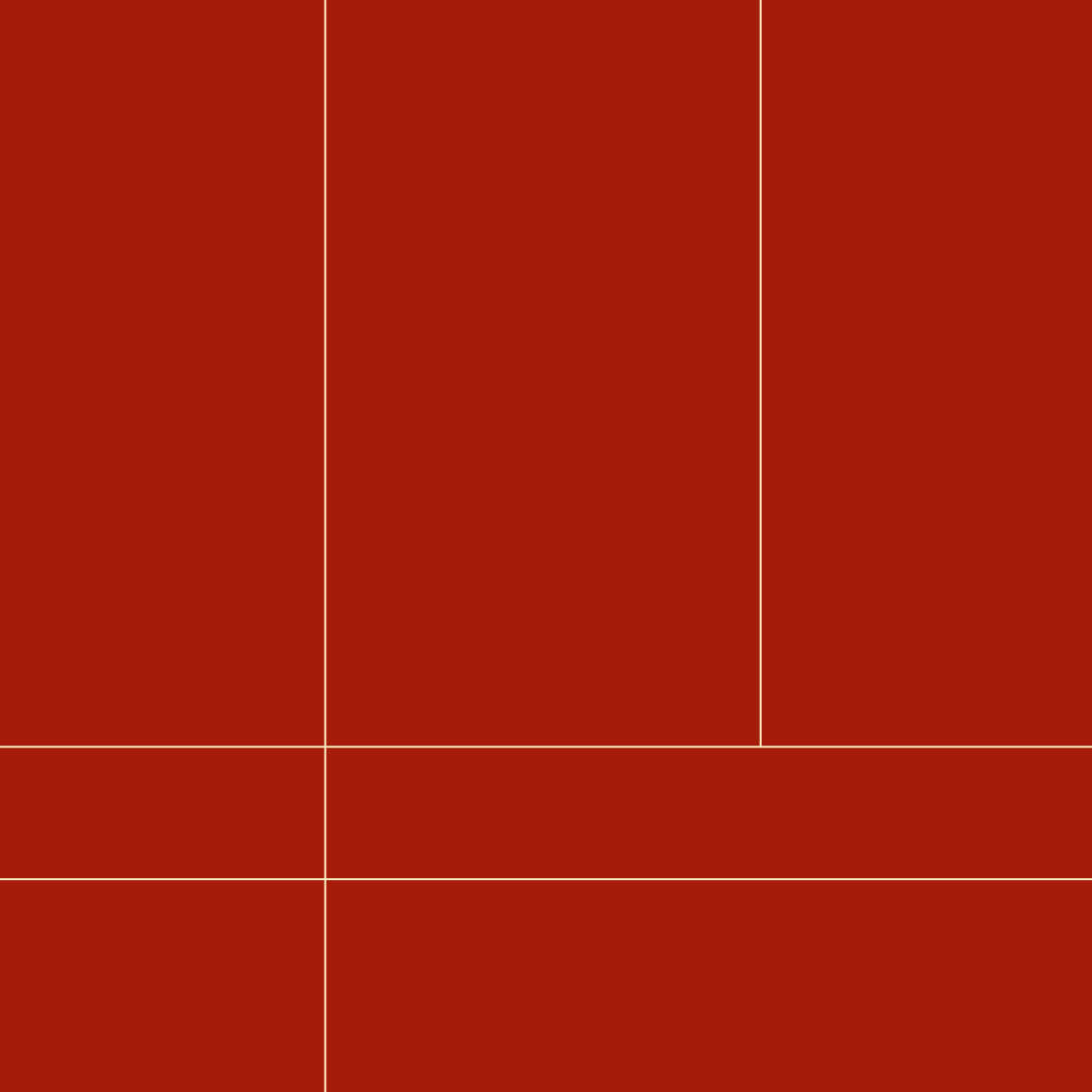
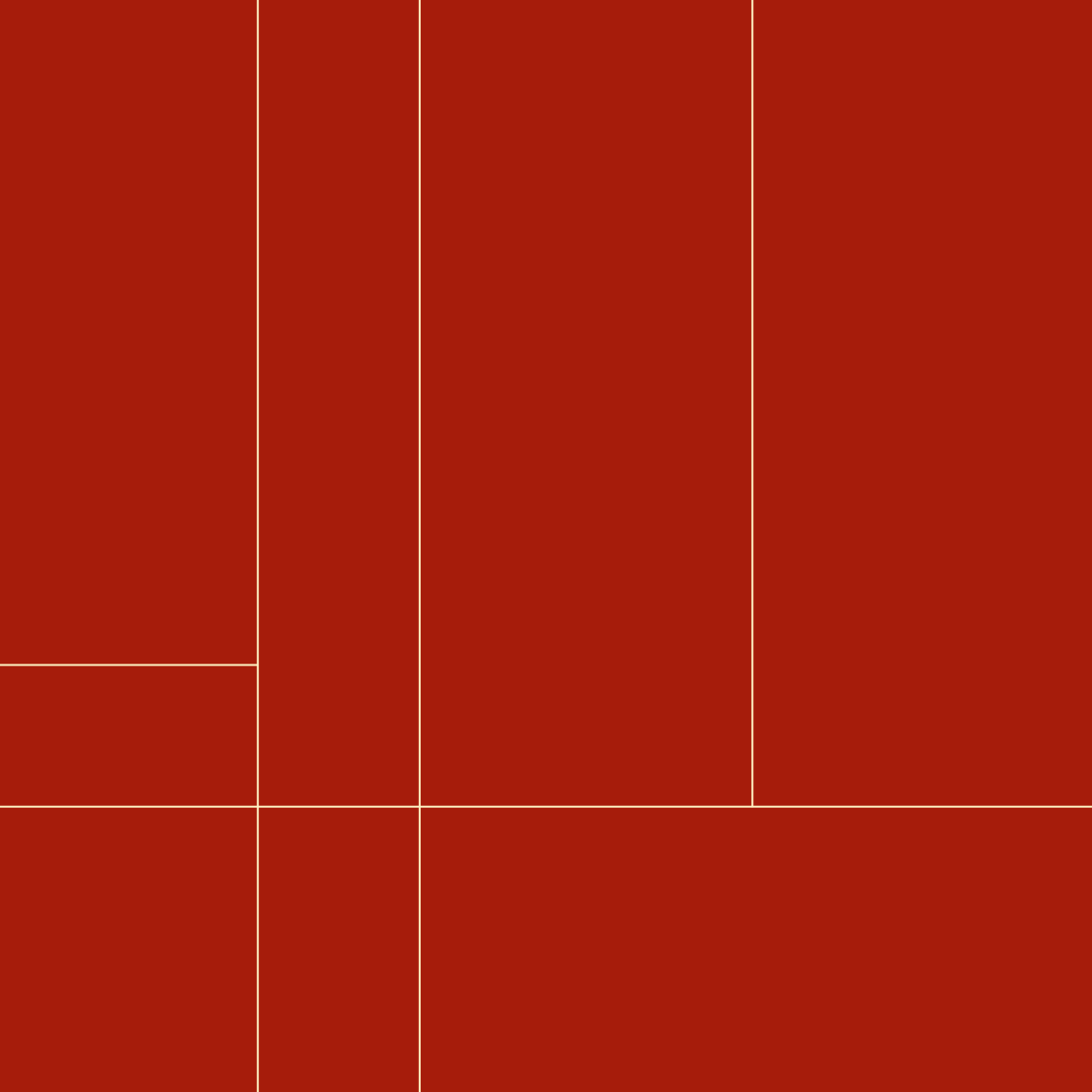


**GUIDING PRINCIPLES,
VISION, MISSION,
VALUES, POSITIONING,
CLAIM**



GUIDING PRINCIPLES

Our clients are the focus of all our thinking and of everything we do. This is the guiding principle for our daily work, and we see it as an obligation and a commitment. It is the yardstick by which we are measured.

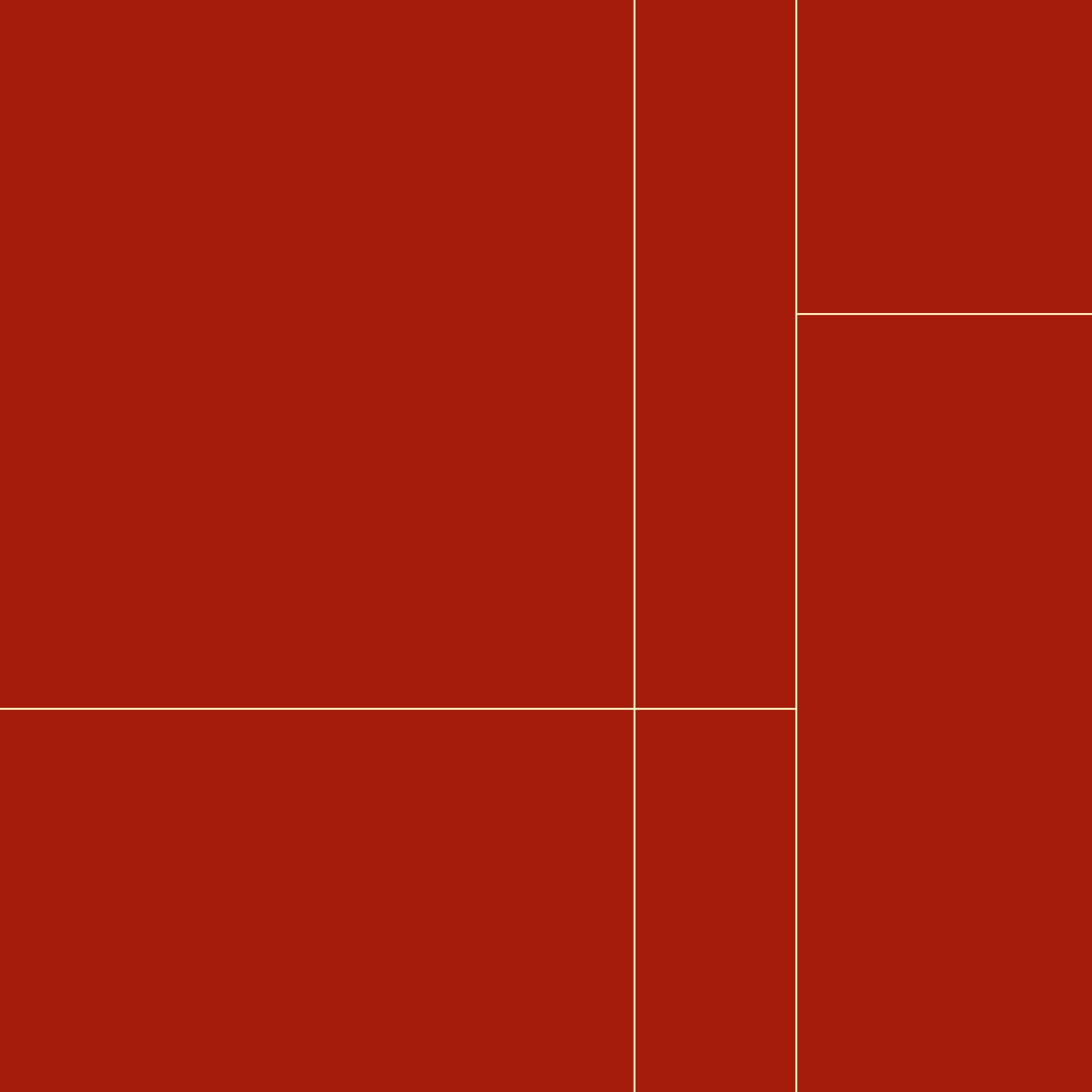


VISION

We are involved in the processing of every card transaction in our core markets.

We are the leading provider for payment and added value at the POS.

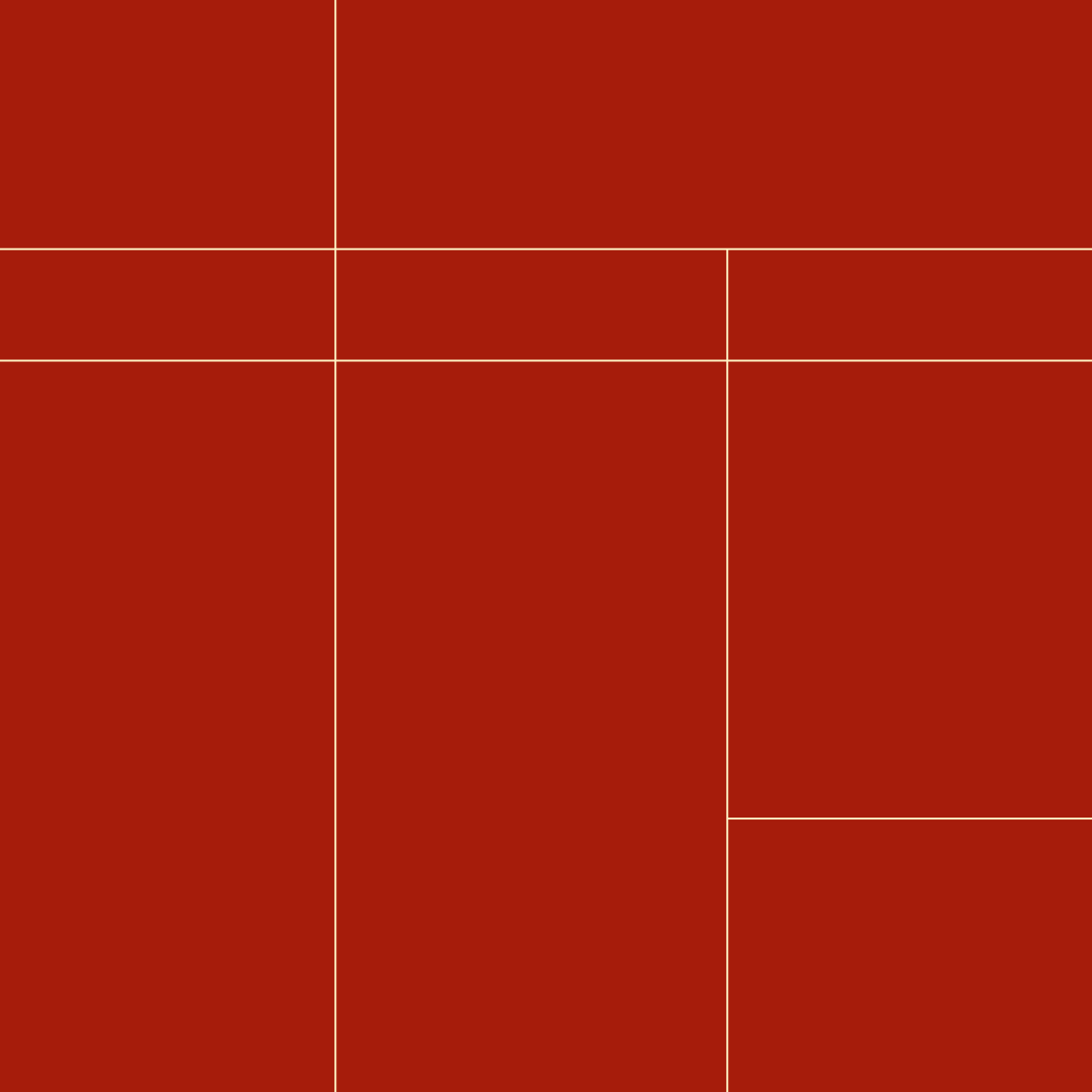
Our firm is the most sought-after employer in our industry.



MISSION

As specialists, we aim to create added value at the POS for our contractual partners and for consumers, and to simplify the management of transactions and payments for them.

We view it as our shared challenge to meet consumers' needs and expectations. Our employees know this fact, and it guides them in their day-to-day work.



VALUES

These values guide our daily work in the company with clients and employees. Our clients experience these values.

- *Passion*
- *Integrity*
- *Accepting and meeting responsibility*
- *Quality*
- *Performance*

POSITIONING

Customer insight and product innovation determine our successful positioning on the market.

CLAIM

For your business easy and effective.

EVENTS OF INTEREST IN AND AROUND ZURICH AND GENEVA IN 2008

31 January – 3 February *Art on Ice, Ice Gala, Hallenstadion, Zurich*

31 January – 3 February *FESPO, Holiday, Travel and Sports Fair, Zurich Fair Center*

6 February – 2 March *“Fondue Cinema” with a panoramic view, Hotel Uto Kulm, Uetliberg*

8 February – 10 February *ZüriCarneval, the Zurich Mardi Gras, throughout the city*

22 February – 24 February *Swiss Salsa Festival, Zurich Congress Center*

6 March – 16 March *International Motor Show, Geneva*

2 April – 6 April *Giardina, the Swiss Garden Fair, Zurich Fair Center*

3 April – 10 April *Expovina Primavera, Theater 11, Zurich Oerlikon*

14 April *Sächsilüüte, (traditional spring festival), Zurich*

20 April *Zurich Marathon*

30 April – 4 May *International Book and Press Fair, Geneva*

10/11 May 2008 *2008 Whit Concerts, Zurich Tonhalle*

20 May – 23 May *Orbit-IEX, Zurich Fair Center*

7 June – 29 June *UEFA Euro 2008*

9 June, 6.00 p.m. *Euro 2008: Romania – France, Letzigrund Stadium*

13 June, 6.00 p.m. *Euro 2008: Italy – Romania, Letzigrund Stadium*

13 June – 15 June *Bol d'Or Mirabaud Regatta, Geneva*

17 June, 8.45 p.m. *Euro 2008: France – Italy, Letzigrund Stadium*

20 June – 22 June *Music Festival, Geneva*

20 June – 13 July Zurich Festival

4 July – 6 July Caliente! Festival Tropical & Mercado Mundial, Zurich

4 July – 19 July Montreux Jazz Festival

12 July Zurich Triathlon

12 July Lake Parade, Geneva

13 July Ironman Switzerland, Zurich

22 July – 27 July Paléo, International Open Air Rock Festival, Nyon

9 August Street Parade, Zurich

14 August – 31 August Zürcher Theater Spektakel, Landiwiese, Zurich

23 August Limmat Swimming Event, Zurich

26 August – 28 August SuisseEMEX, Swiss Marketing Event, Zurich Fair Center

29 August – 31 August Dörfli-Fäscht, (village festival), Niederdorf, Zurich

29 August Zurich World Class Light Athletics Meeting

13 September Knabenschiessen (trad. autumn festival with marksmanship contests), Zurich

26 September – 28 September freestyle.ch, Landiwiese, Zurich

26 September – 5 October Züspa, Zurich Fair Center

28 September Geneva Marathon

11 October – 19 October Zurich Open, Ladies' Tennis Tournament, Hallenstadion, Zurich

13 November – 16 November Auto Zurich Car Show, Zurich Fair Center

