

# Hypercom Making Its Mark In The Balkans

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## Croatia's PBZ Bank Selects Hypercom as Strategic POS Partner

Hypercom has delivered 6000 T7PS and S8 Point of Sale terminals to Privredna Banka Zagreb in Croatia with a further 1000 to be shipped in May. This deal makes Hypercom the lead POS vendor and PBZ the largest POS acquirer in the country.

With its strategic partner, The New Intesa Group, (one of the top ten European banking Groups, out of Italy), PBZ's business strategy is to become a client-driven organisation using modern banking techniques and introducing new products into a newly dynamic market.

In 1998 PBZ installed a card processing host system and together with Hypercom built a fast modern transaction authorisation network, in order to facilitate profitable merchant acquisition. Since then, the bank has become the largest acquirer in the country. It now has a complete Hypercom infrastructure in place, POS - PIN pads – Term Master – IENs - IEN View, so that PBZ, unlike other banks in Croatia, can now accept all card types (Europay/MasterCard, VISA, American Express, Diners) on their POS terminals and perform extremely fast authorisations.

Flora Lendvai, head of the card department at PBZ comments:

"Recently we have seen dynamic changes in the economic and social structure of Croatia as it adjusts to the standards of other European countries. PBZ is committed to matching this growth and our partnership with Hypercom allows us to provide the best service that our customers demand."

Hypercom's T7PS terminal, upgrades authorisation-only equipment, allowing merchants to move to electronic data capture and accept debit cards for the first time. T7PS can read all types of credit, debit, check and charge cards. The T7PS can also accept new smart cards, is EMV certified, and an external PIN pad can be attached to support cardholder entry of PIN numbers. Dedicated function keys allow one-step operation of everyday processes, simplifying operations and making it an extremely popular choice with merchants.

Robert McLaughlin, Managing Director of Hypercom EMEA comments:

"We are pleased to have been chosen by PBZ as their strategic POS partner and look forward to working with them in the future as they roll out smart card programs, provide more cash register integration and communication options to merchants. In addition, plans are being discussed to migrate the bank to Hypercom's ICE platform with the many value-added services that it offers."

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## About Hypercom

Hypercom Corporation (NYSE: HYC) is a leading global provider of electronic payment solutions that add value at the point-of-sale for consumers, merchants and acquirers. Hypercom's products include secure card payment terminals and web appliances, networking equipment and software applications for e-commerce, m-commerce, smart cards and traditional payment applications.

Headquartered in Phoenix, Arizona, Hypercom maintains an installed base of more than 4 million card payment terminals which operate in over 100 countries and conduct more than 2.85 billion transactions

annually. Hypercom's Internet address is [www.hypercom.com](http://www.hypercom.com)

#### About Privredna Banka Zagreb

PBZ has been in operation since 1962, when it was formed as an investment bank in the former Republic of Croatia. In 1989, PBZ was constituted as a joint stock company. It is fully licensed for all domestic and international banking activities through its business divisions. PBZ has a network of 16 branches and over 150 offices throughout Croatia (and representative offices in Frankfurt and Zurich).

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