

ID Data wins first Polish multi-retailer loyalty card deal

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ID Data plc wins contract for the first multi-retailer loyalty card in Poland

ID Data plc (“the Company”), the UK’s largest provider of secure smart-card based transaction systems and services to the international telephony, banking, retail and secure-access sectors, has won an exclusive contract to supply cards to Premium Club, the first multi-retailer loyalty programme for Poland, comprising Statoil, KFC and Pizza Hut.

The contract is the second loyalty programme win to be announced in recent months. On 12 September 2002, the Company confirmed Nectar as the first in a number of European loyalty membership schemes for which letters of intent had been secured, with a combined order value in excess of £6 million.

The Premium Club contract, which is initially for two years, marks a substantial development in ID Data’s move to take its proven loyalty solutions to new and emerging markets.

ID Data is the exclusive manufacturer and supplier of cards to Premium Club, which is a major milestone in Poland’s retail sales development. Premium Club has started the contract with an order of 1.4 million cards, almost equal to Warsaw’s population.

The 131 service stations operated by Statoil in Poland put Statoil among the largest foreign companies in the Polish petrol market. With 65 Pizza Hut outlets and 58 KFC sites in Poland, Premium Club will be a leading loyalty scheme in the region, with other major retailers expected to join in 2003.

Per G Jensen, President of the Management Board of Premium Club, said: “Premium Club chose ID Data for its proven success in the loyalty card markets. This is a significant contract and we look forward to a rewarding long-term partnership with ID Data. Premium Club will offer unprecedented variety in one card and aims to become the loyalty card of choice for the discerning consumer.”

Peter Cox, Chief Executive of ID Data, said: “This contract has taken two years of hard work by all parties to reach the launch stage. It demonstrates the power behind the proven delivery platform and consulting skills of ID Data in ensuring a successful launch of a ground-breaking programme in such a dynamic and developing market as Poland.

“We believe this successful entry to a rapidly developing Eastern European country will lead to other deals in the near future. Once again, the track record of our business has led to a significant contract with a world-class group of customers, all of whom have relied on our proven expertise to ensure a faultless launch.”

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Notes to Editors:

ID Data plc

ID Data plc ("ID Data") is the world's seventh-largest supplier of secure-transaction systems and smart-card services to the international telephony, banking, retail, and secure-access sectors. The Company's strategy, to move from commodity products to value-added services and solutions, has created a solid platform on which to build further growth. The Company's clients include Vodafone, Nectar, Tesco, the Automobile Association and Exxon Mobil. ID Data has formed agreements with major global corporations to facilitate rapid market development including partnerships with Toshiba and Toppan. The Company has delivered in excess of 10 million chip cards to the banking market in the UK in less than 18 months. The Company was founded in 1988 and was listed on AIM in October 2000.

<http://www.id-data.co.uk>