

Press Release



DBF and Equens close deal on *Cultuurkaart*

Capelle aan den IJssel/Utrecht (NL), 5 March 2008 – DataBase Fulfilment (DBF) and Equens have signed an agreement for the processing of *Cultuurkaart* (Culture Card) transactions. *Cultuurkaart* is a digital personal card with a magnetic stripe that will be issued to 900,000 secondary school pupils with effect from the 2008–2009 school year. The agreement is for a term of at least four years. DBF will be responsible for issuing the *Cultuurkaart* and performing the related database management in cooperation with the Dutch European Youth Card Association (CJP), on behalf of the Ministry of Education, Culture and Science. Equens will manage the cash flow and transaction processing and ensure that the relevant POS terminals are ready to accept payments using the *Cultuurkaart*. These include POS terminals installed at various cultural institutions such as museums, theatres, cinemas and specific shops.

Upon commencement of the new school year, DBF will begin the producing the *Cultuurkaart*, which will be issued to some 900,000 users. DBF will also be responsible for building the *Cultuurkaart* user website (intended for pupils and teachers), as well as a separate website for online purchases using the *Cultuurkaart*. The *Cultuurkaart* will be loaded with an annual balance of €15 as determined by Minister Plasterk. With effect from this coming school year, young *Cultuurkaart* holders will have a total of €13.5 million to spend using their cards.

Plasterk (Minister for Education, Culture and Science) awarded the project to CJP and DBF following a European tendering procedure. The *Cultuurkaart* will replace the CKV (Cultural and Artistic Education) vouchers that have been in use since 1999 with the aim of encouraging cultural participation among young people. Equens is one of the largest payment processors in Europe and a

market leader in the field of future-proof payments and solutions for card payment processing. Equens provides market parties with innovative payment services including mobile payments, e-invoicing and prepaid debit cards. All *Cultuurkaart* transactions will be submitted to Equens' systems via POS terminals or online. Equens will then authorise the transactions, which will be handled in the same manner as regular electronic payments with a bank or giro card. Equens will supply transaction information to DBF on a daily basis, after which CJP will settle payments with the participating organisations.

The *Cultuurkaart* project is in line with Equens' and DBF's aims to increase efficiency by replacing hardcopy vouchers with a prepaid debit card. Reduced paper flows lead to reduced logistical costs and shorter throughput times for payment settlement with the participating organisations.

Note for the editorial staff

About DBF

DataBase Fulfilment (DBF) is an independent company specialising in data management. DBF manages data for 3.5 million households in the Netherlands. This includes data regarding clients' members, subscribers, contributors and customers. DataBase Fulfilment will also be responsible for communications via its own contact centres, fulfilment department and e-mail services. Founded in 2000, DBF currently employs 75 staff and had a turnover of some €7 million in 2006.

For additional information, please visit www.dbf.nl or contact:

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About Equens

Equens is the first truly pan-European, full-service payment processor. As one of the largest and most innovative payment processors in Europe, Equens is leading the market for future-proof payments and card processing solutions. Thanks to an extensive and competitive service portfolio and a flexible, customer-orientated approach, the company seamlessly meets the requirements of the European payments market. With an annual volume of 7.3 billion payments and 2.1 billion POS and ATM transactions, Equens has a market share of more than 15% within the euro zone. By continuously pursuing further growth and translating the achieved synergy benefits and economies of scale into advantages for the customer, the company contributes to the efficiency of European payments.

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