

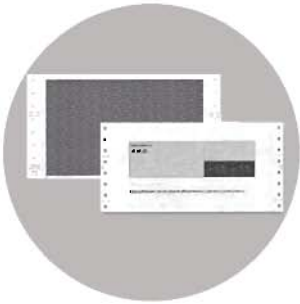
# New business models for card issuing in Personalization Bureau



High volume personalization



EMV-cards personalization



Plastic cards mailing, PIN printing, direct mail



FreeDesign-cards, gift cards, co-branded cards, VISA & MasterCard

Personalization Bureau ensures the highest level of security in an end-to-end process

## Strategic advantages for the bank

- cost reduction
- concentration of resources on core activity
- fast new product and service launch
- expansion on new business segments
- new clients attraction
- increase of clients loyalty
- **Rise in profitability**

## Our bureau provides the following services

- project management including card production
- data preparation
- cards personalization
- paper documents and PIN mailers personalization
- enclosing, packing and distribution
- cards mailing
- tracking your order

## Our bureau is certified for both VISA & MasterCard production



We offer you to increase your potential client base when card market is rearranging

## Polly-Service Ltd. - Integrated solutions for plastic cards personalization

Personalization Bureau, Ukraine, Kyiv, 02088, 64 Lenin st.  
tel.: +38 (044) 593-61-85/87, perso@polly-service.com  
Sales department, Ukraine, Kyiv, 03115, 30/32 Pushina st.  
tel.: (+380 44) 452-06-86/88, fax: (+380 44) 450-75-65  
sales@polly-service.com, www.polly-service.com

