



News Release

CubelQ Announces the Completion of a Closed Electronic Purse and Consumer Loyalty Project

[EN] Athens, GR, **March 29th, 2012** - **CubelQ Limited**, an IT company provider of software solutions and systems for financial, banking and corporate institutions, announces the completion of a closed electronic purse and consumer loyalty project.

The ePurse and consumer loyalty project is based on **Advantage™ Consumer Loyalty & Electronic Purse Application Platform** and has been implemented in a **prominent marketing firm in Athens Greece**. First phase rollout includes **Advantage™** client installation in 180 merchant locations.

Loyalty part of **Advantage™** is installed implementing the “**standard points**” game. Cardholders collect points on each purchase and based on their points’ level they receive gifts on next purchases. Gift groups and individual gifts are defined in the system based on points levels set by the scheme owner in co-operation with each participating merchant.

This version of **Advantage™** ePurse operates as a bucket of money returned by the participating merchants. On each transaction, regardless of the payment mean (cash, credit card, debit card, ePurse) the corresponding merchant is returning a percentage of the transaction amount to cardholder’s ePurse. Cardholders can use their ePurse balance in transaction to merchants’ shops participating in the scheme. Merchants’ returning percentage has been agreed between the scheme owner and the merchant in the initial merchant registration procedure. Once a month or on operator command the system executes a clearing and settlement process the outcome of which is debits or credits of merchants. Merchants are debited for all transactions realized in their shops (to balance the returns to cardholders’ ePurses) and credited for the transaction realized in their shops by cardholders using their ePurse available balance.

About CubelQ

CubelQ Ltd. - www.cubelq.gr - is a leading provider of software solutions, systems, business process re-engineering solutions and professional services to banks, financial institutions and corporations in South and East Europe. CubelQ's portfolio of solutions and systems include: Item & Document - Cheque Processing Systems, Cheque Book Issuance Systems, Fraud Detection & Prevention Systems, Anti Money Laundry Systems, Electronic Transaction Processing & Card Management Systems, SWIFT Reconciliation and Messaging Applications, Document



Management & Electronic Workflow Systems, Prepaid Services Electronic Distribution Systems, SMS Messaging Systems, Electronic Loyalty Systems and a number of specialized equipment such as Cheque Scanners, Encoders, Sorters, Cheque Book Issuance Machines, Single & Dual Terminal Cash Dispensing - TCDs and Cash Recycling Machines - TCRDs, Cheque Book Dispensing - Cheque Deposit, Bill Payment and Multifunctional Terminals, specialized Automatic Teller Machines - ATMs, Cash Deposit, Cash Recycling and Multifunctional ATMs. CubelQ was established in 2003 by a group of professionals with long and successful presence in the Greek banking market. The company is specialized in Business Process Re-engineering focused in the Banking and Electronic Transaction Processing Market. Our leading-edge software solutions can transform business processes in a more efficient, more productive and cost saving way.

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