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ACT Canada Partners

ACCEO - *Payment Solutions Partner*
Tender Retail presents Payment Landscape 2014, sponsored by ACCEO Solutions and Visa. Come and join industry experts as they explore developments in mobile solutions, preparations for EMV, the evolution of payment solutions and technologies, and much more! April 10-11, 2014, Aria Resort & Casino, Las Vegas.

GIESECKE & DEVRIENT - *NFC / Mobile Solutions Partner*
Giesecke & Devrient has introduced a comprehensive mobile wallet solution for NFC services and beyond, brining all the functions of an electronic wallet onto a common platform. Now you can access your mobile services anytime, anywhere: at work or home, while travelling or for shopping. Visit http://www.gi-de.com/can/en/trends_and_insights/tsm_for_nfc/_wallet_/wallet.jsp

INTERAC - *Payment Network Partner*

Interac Association is a recognized world leader in debit card services. Interac Association is responsible for the development and operations of the Interac network, a national payment network that allows Canadians to access their money through Interac Cash at 60,000 Automated Banking Machines and InteracDebit at 766,000 point-of-sale terminals across Canada. Interac Flash, a secure contactless enhancement of Interac Debit allows Canadians to pay for items instantly with their Interac chip debit card at a reader that supports Interac Flash.

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Sobey's Inc ~ new member 2014
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Career Opportunities

Looking for good people?

There is a lot of movement in the market, so if you are looking for new employees, we are always aware of some great people. Please contact ACT Canada for more details – postings@actcda.com

Development Center Manager

Our company is recognized as a leader in the payment industry. With customers in Canada and United States, our Toronto team is focused on innovation, vision and a commitment to delivering quality software solutions that are easily adaptable and exceptionally reliable. The Development Center Senior Manager will provide leadership and build functional strength in Customer Support, QA, Development and Project Management teams with around 30 people and two Managers. For a full description of the posting, please visit http://www.actcda.com/information/careers/

Calendar Of Events

TRANSACT 14
Apr 8 - 10, 2014
Las Vegas, NV
www.electran.org/events/transact14/

2014 CNP Expo
May 19-22, 2014
Orlando, FL
http://cardnotpresent.com/cnpexpo/

Payment Landscape 2014
Apr 10 - 11, 2014
Las Vegas, NV
www.paymentlandscape.com

Cartes America
May 13-15, 2014
Las Vegas, NV
http://www.cartes-northamerica.com

Cardware 2014, presented by ACT Canada
June 17-18, 2014
Marriott Gateway on the Falls
Niagara Falls, ON, Canada
http://www.actcda.com/cardware
Online registration is now open!

We may be the only 25 year old to do our first twitter, but on February 16th we celebrated our 25th anniversary and we are now tweeting. Please follow us @ACT_Canada.   We also invite you to our linkedin page http://www.linkedin.com/company/act-canada---stakeholders-driving-payment-evolution-and-digital-identity**.** Join us as we review, debate and comment on a range of discussions related to payment and identity. Add your comments or pose questions. Linkedin is also where you will find interesting dialogue about Cardware 2014.   Our peers are already commenting on issues that will be presented in Niagara Falls, June 17th and 18th.

Check out www.secure-gov-id.com, our newest web site! On our ACT Canada main site, www.actcda.com, we will start posting information following each Strategic Leadership team meeting and the dates of upcoming meetings.

Articles

1. EDITORIAL COMMENT - A CAUTIONARY TALE
Source: Catherine Johnston, President & CEO, ACT Canada (03/31)

6 years ago: a cautionary tale. In the March 2009 e-news, we ran 2 stories about enhanced driver's licences and privacy was an issue.   After much controversy, most citizens decided they didn't trust the privacy protection offered by the cards and chose not to use them, in spite of assurances that there was nothing to worry about. Privacy is one of those things we don't talk about much,

but we have strong feelings. Many people have expressed shock and anger over recent revelations about government surveillance across North America. Why should that concern payment stakeholders – because mobile and in store marketing and loyalty uses personally identifiable information. Will government practices be the slippery slope that leads consumers to push back on these?

As consumers we are beginning to learn that some stores track where their customers walk and how long they look at a given item. I can understand why they do it and can see some advantage for me as a shopper, but I don't like it. I don't like it when an internet ad for something I looked at days ago appears in the middle of a totally unrelated site. The term cyber stalking is taking on a new meaning for me. I'm uncomfortable when a web site uses where I live to provide information, when they haven't asked me to identify my city. Wait a minute – I used to think that was a great service, but now I don't. Everything I've heard about the new plans for marketing and loyalty adhere to privacy legislation, but an informed consumer won't necessarily be an accepting consumer. This issue will take careful planning, communication and execution for payment stakeholders.

2. WITH CALLS FOR CHANGE MOUNTING, VISA AND MASTERCARD LAUNCH INDUSTRY SECURITY GROUP
Source: Digital Transactions, by Jim Daly (03/07)

In the wake of high-profile retailer data breaches and mounting political pressure to address security flaws in the nation's payment card system, Visa Inc. and MasterCard Inc. on Friday said they were forming a "cross-industry group" to enhance payment security. The leading card networks said in a joint news release that they were inviting banks, credit unions, merchant acquirers, retailers, and point-of-sale terminal makers to join the forum. "The group will initially focus on the adoption of EMV chip technology in the United States, in addition to addressing other security-related topics, including tokenization, point-to-point encryption and broader needs of the region." "The recent high-profile breaches have served as a catalyst for much-needed collaboration between the retail and financial-services industry on the issue of payment security," Visa president Ryan McInerney said in the release. "As we have long said, no one industry or technology can solve the issue of payment-system fraud on its own. These conversations will serve as a useful forum to share ideas, break down barriers and spur the adoption of next generation security solutions for the benefit of all."

Added Chris McWilton, MasterCard's president of North American Markets: "Only through industry collaboration and cooperation will we address the real and immediate issue of security and maintain consumer confidence and trust. EMV will be the next step in these efforts, alongside enhanced security solutions for online and mobile channels." The group's formation comes in the wake of confirmed or suspected data breaches at Target, Neiman Marcus, craft store chain Michaels, and most recently Sally Beauty and the Smucker's online store. Pressure to fix

card payments is mounting in Congress, which held more hearings this past week about data security. After the Visa-MasterCard announcement, the National Retail Federation reiterated its long-standing position that EMV chip cards include cardholder authentication by PIN, a position popular with many merchants and politicians, but not so much among card issuers and networks. "We remain insistent that U.S. retailers' customers be given the same protections as consumers in more than 80 countries who have both a chip and a PIN securing their credit and debit cards," Mallory Duncan, general counsel and senior vice president at the Washington, D.C.-based NRF, said in a statement. "There is no single solution to the complex issue of criminal hacking and we know PIN and chip is just a bridge on the long road to a safer payment system, but it is an important step in the right direction."

MasterCard and Visa are members of ACT Canada and a Cardware sponsors; please visit www.mastercard.ca and www.visa.ca.

3. INTERAC DEBIT CARD FRAUD SKIMMING LOSSES DECLINE TO RECORD LOW
Source: Interac (03/26)

Interac Association reported that Interac debit card fraud losses as a result of skimming are at a record low – decreasing to $29.5 million in 2013 from a high of $142 million in 2009. Only 25 per cent of losses in 2013, or $7.3 million, are the result of fraud exploitation within Canada. Total losses in 2013 represent 0.0093 per cent of domestic Interac debit card volume (0.93 basis points) and the lowest volume of recorded fraud losses. As a result of this significant decline in fraud exploitation, the number of cardholders reimbursed by financial institutions fell to 72,200 in 2013 from 238,000 in 2009. Cardholders are protected from losses under the Interac Zero Liability Policy*. "The combination of sound policies, investments in technology - such as chip and fraud detection - and outstanding collaboration with financial institutions, acquirers, merchants and law enforcement makes the Interac system a world-class payment network," said Caroline Hubberstey, Head of External Affairs for Interac Association and Acxsys Corporation. "Debit products are about accessing people's money in their bank accounts and need to offer stronger protections. Debit is our expertise, and when we have control over the payments environment, our leadership in fraud prevention is evident."

Criminals are increasingly migrating their payment card fraud activity to international exploitation in non-chip environments and card-not-present (i.e., over the Internet and telephone) exploitation on credit cards and other networks' debit products. Unlike these products, Interac rules offer account holders the added protections of not allowing card-not-present, offline and signature transactions. For example, for Interac transactions, the number on the front of the bank card is an identifier only, not an account number, and cannot be used to conduct card-not-present transactions. Instead, Interac ecommerce transactions are conducted

through Interac Online, which leverages the security of web banking. No personal financial information is ever provided to merchants. These rules also protect cardholders from fraud resulting from payment card data security breaches, such as those recently reported in the media.

"The statistics clearly show that we are having solid success locking down the Canadian payments space to stop criminals committing Interac debit card fraud," emphasized Hubberstey. "We're delivering a strong message – the Interac system is not a place for criminals to do business." Chip technology is another key part of the Interac fraud prevention strategy. This smart technology also enables advancements like Interac Flash, which is currently being rolled out across the country. While not all contactless technologies are created equally, the Interac Flash solution is secure because it leverages secure chip processing, not magnetic stripe data type processing. This, along with the policies outlined above, protects Interac Flash against counterfeiting and transaction replay types of fraud, including electronic pick-pocketing. "As an enhancement of Interac Debit, Interac Flash has all the security benefits plus added features to protect cardholders," said Hubberstey. "With Interac Debit and Interac Flash, consumers are using one of the safest ways to pay with a payment card." At the end of January 2014, 95 per cent of point-of-sale (POS) terminals had been converted to chip technology. Over 95 per cent of Interac transactions at POS terminals are chip-on-chip transactions. All POS terminals are to be converted by the end of 2015.

Interac Association is a member of ACT Canada and a Cardware Sponsor; please visit www.interac.ca

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Need to know the latest developments in the Canadian payments landscape? Join our top rated speakers at Cardware 2014 on June 17-18 in Niagara Falls** – **www.actcda.com/cardware

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4. MONERIS TO ENABLE UNIONPAY ACCEPTANCE FOR CANADIAN MERCHANTS
Source: Moneris (02/27)

Moneris Solutions Corporation announced that they have entered into an agreement regarding Moneris' acceptance of UnionPay cards beginning later this year. Angela Brown, President and Chief Executive Officer of Moneris, was in Shanghai to sign the agreement with UnionPay International and engage in talks with senior officials of UnionPay on how to advance UnionPay card acceptance in Canada. The number of merchants accepting UnionPay cards in the global market has shown a tremendous increase, giving UnionPay cardholders at home and abroad a network of convenient card use. Moneris and UPI will significantly expand this network in Canada with Moneris' enablement of UnionPay card acceptance.

"We are very pleased to be partnering with UnionPay to bring card acceptance to our valued merchants," said Ms. Brown. "The number of Chinese visitors to Canada is growing at a staggering rate and Moneris wants to ensure its customers are prepared to meet the demand for their payment method of choice." According to Statistics Canada, the number of travelers from China to Canada increased by 22.5 per cent in 2013.1 "The case has been clearly made for UnionPay acceptance in Canada," said Jeff Guthrie, Chief Sales Officer at Moneris. "Our job as Canada's largest payment processor is to give our merchants the ability to offer payment convenience to all of their customers. As the profile of Chinese visitors coming to Canada for business, leisure and study travel is rising, this is a natural response." Moneris is expected to launch UnionPay card acceptance as part of its service offerings to merchants in fall 2014.

Moneris Solutions is a member of ACT Canada; please visit www.moneris.com

5. EMVCO PUBLISHES FRAMEWORK FOR PAYMENT TOKENIZATION SPEC
Source: ATM Marketplace (03/11)

EMVCo has announced the release of "The EMV Payment Tokenization Specification — Technical Framework v1.0," a document designed to allow payments industry members to develop interoperable tokenization solutions. The new specification offers the payments community — merchants, acquirers, issuers and mobile and digital secure payments providers — the framework to create a consistent, secure and globally interoperable environment for digital payments via mobile handset, tablet, personal computer or other smart device, an EMVCo news release said. The document describes the role the specification will have in facilitating broad-based acceptance of a payment token as a replacement for a traditional card account number. This includes data message formats to ensure the interoperability of tokens and the consistent approach that should be used to route and authenticate a payment token. By offering its own framework, the global technical body hopes to encourage industry adoption of an interoperable, globally accepted standard.

"There are a variety of tokenization systems in existence already," said EMVCo board of managers chair Christina Hulka. "[O]ur specification work will aim to provide a globally aligned technical framework for payment tokens. This will ensure consistency in data fields and the ability for transactions to gateway successfully throughout the payment ecosystem. By engaging with interested parties we can ensure that industry needs are met across stakeholders. This will enable us to create a standardized, secure and reliable environment across all payment channels." The new specification will maintain compatibility with the current payment infrastructure and will be complementary to existing EMV chip specifications. EMVCo is encouraging interested parties to download the document from the EMVCo website and engage in ongoing payment tokenization

development activity through its established feedback program, which is open to all industry stakeholders.

6. BRAZIL: ON THE BRINK OF A SMARTPHONE PAYMENT REVOLUTION
Source: Giesecke & Devrient (03/26)

Starting in the first half of 2014 Brazilians will be able to use their smartphones to carry out contactless payment transactions when shopping. In the first commercial project of its kind in Latin America, Giesecke & Devrient (G&D) is working together with Claro and one of the country's largest banks, Bradesco. The mobile payment project will kick off in the state of São Paulo and will later be expanded to other parts of the country, generating a total countrywide customer base of over 85 million users. G&D is supplying the SIM cards with secure storage for the payment software, as well as the SmartTrust Portigo mobile wallet for smartphones, which contains sensitive customer information such as credit/debit card numbers and account details. G&D is also providing the Trusted Service Manager (TSM) solutions to both Bradesco and Claro. G&D's TSM solutions enable customers to receive Bradesco account holders' payment card information onto their devices in an encrypted, secure form via Claro's mobile network.

Near Field Communication (NFC) radio technology makes it possible for two devices to communicate over short distances and is a prerequisite for making cashless and contactless payments with a cell phone. Starting in the first half of 2014, Brazilians will be able to use their smartphones to do just that at more than 200,000 payment points in retail outlets. This, the first commercial project of its kind in Brazil, is starting in the state of São Paulo and will later be expanded to other parts of the country. G&D's NFC-enabled SkySIM CX SIM cards provide a secure element for storing the payment application and the relevant personal data, such as account information from Visa and Mastercard. The SmartTrust Portigo mobile wallet software allows smartphone users to electronically manage items they would traditionally keep in their back pockets, including payment, identity, or loyalty cards. For Claro and Bradesco, this opens up a vast array of new business opportunities. Claro customers buying a new NFC device already benefit from the preinstalled mobile wallet application. The mobile wallet application can be installed onto existing Claro customers' smartphones. The Claro branded mobile wallet provided by G&D can be downloaded from the Google's Play Store. G&D uses Claro's mobile network to securely transmit Bradesco account holders' payment card information to the secure element on their SIM card.

"By adopting mobile payment services based on NFC technology Brazil is setting the course for all of Latin America. We are delighted at the chance to furnish both our partners with a secure, overall concept. And in providing our award winning SmartTrust Portigo mobile wallet solution, we are making it real easy for people to make contactless payments with their smartphones," says Carsten

Ahrens, Group Senior Vice President, Server Software and Services (3S) division at Giesecke & Devrient.

Giesecke & Devrient is a member of ACT Canada, Cardware Sponsor and a Cardware Exchange Place Expert; please visit www.gi-de.com

7. FIME FIRST TO ACHIEVE JCB CONTACTLESS IC TERMINAL TYPE APPROVAL LABORATORY ACCREDITATION
Source: FIME (03/04)

FIME, has announced that it is the first laboratory accredited to provide functional testing services for JCB's new generation of contactless terminals. In addition to offering testing services to the marketplace on behalf of an international payment brand based in Japan, the JCB-approved EVAL test tool developed by FIME is also available for purchase from its network of international offices as an off-the-shelf product for in-house testing. "We are delighted to have advanced our integration testing capabilities for JCB," comments Alex Chen, Sales Director of FIME Asia. "Becoming the first laboratory accredited to qualify products to JCB Contactless IC Terminal Type Approval specification is a testament to the knowledge that exists at FIME Asia and across the FIME network." FIME has been working with JCB as an accredited integration testing laboratory since the launch of JCB J/Smart, JCB's EMV Programme in 2005.

Alex adds: "Japan is one of the leading markets for the development and manufacture of secure chip products globally which is why we recently launched an office in Tokyo, Japan. With the region currently gearing up for the roll out of mobile payment services, it is an exciting time to be operating in the area. We look forward to supporting ecosystem stakeholders with our global expertise in order to achieve quicker time to market, reduced financial risk and overall costs."

FIME is a member of ACT Canada and a Cardware Exchange Place Expert; please visit www.fime.com

How can world class companies help you advance your business objectives? Meet with our Exchange Place Expert at Cardware 2014 on June 17-18 in Niagara Falls – www.actcda.com/cardware

8. GEMALTO PROVIDES KNAB WITH SECURE SOLUTION FOR MULTI-DEVICE PAYMENT AND ONLINE BANKING SERVICES
Source: Gemalto (02/27)

Gemalto is delivering a comprehensive suite of banking solutions to Knab, a dynamic online-only retail bank in the Netherlands. Drawing on Gemalto's comprehensive solution for banks, Knab can enjoy the benefits of having a single

solution partner for the authentication server, the software development kit, the EMV payment cards and card readers and the related fulfillment services, all of which form an integral part of delivering secure consumer banking services online and on mobile. Gemalto provides the Ezio eBanking Server, a dedicated back-end authentication solution for protecting online banking operations, along with the Ezio Mobile Software Development Kit (SDK) to secure Knab's mobile banking app. In addition, each new subscriber gets a Knab debit card, combined with a portable EMV smartcard reader that verifies card holder identity and protects online transactions with EMV level security. Based on Gemalto's Clarista range, these payment cards and readers form part of the 'connection kit' that Knab issues to all new account holders, that is packaged and shipped by Gemalto from its personalization center direct to end users.

The Netherlands has the highest penetration of online banking users in Europe. For an online-only bank like Knab, securing access and providing a trusted service is critical to ensuring it can deliver the highest level of customer experience. Gemalto's comprehensive solution for banks supports Knab in addressing new consumer trends and has already helped the bank to attract digital natives by offering online banking services to meet their increasingly mobile needs, offering account holders the benefits of a secure 24/7 service via a rich mix of channels, with the capabilities of PC online banking fully extended to smartphones and tablets. "Like our brand name suggests, we are turning 'bank' services front-way back, to reflect our customer-centric approach, and we aim to put a full range of convenient 24/7 banking services at our customers' fingertips whichever device they use, any time and with no compromises in security," said Artie Debidien, ICT & Operations Manager for Knab. "In Gemalto's new platforms and services model, we have found a proven technology partner that can also offer the flexibility and scalability necessary to evolve with this fast-changing marketplace."

"In selecting Gemalto, Knab is reaping the benefits of a one-stop-shop offer, with a unique partner for both secure online banking and EMV payment," added Philippe Cambriel, President for Europe, Mediterranean and CIS at Gemalto. "We call this approach 'Gemalto for Banks', and in an increasingly mobile and digital world, we are enabling the trust needed for banking services to be delivered in a comprehensively user-centric way."

Gemalto is a member of ACT Canada and a Cardware Sponsor; please visit *www.gemalto.com*

9. SECUREKEY CONCIERGE SERVICE SURPASSES ONE MILLION-CREDENTIAL MILESTONE
Source: SecureKey (03/06)

SecureKey announced it has surpassed the one million-credential milestone as the rollout of its groundbreaking SecureKey Concierge Service gains

momentum in Canada. Used by the Government of Canada to let its citizens log into online services using credentials they already have from one of several banks, the SecureKey Concierge service now processes more than one million transactions per month, and volumes are rapidly growing. "SecureKey is focused on the unique problem of simplifying authentication for millions of consumers across the numerous online services they use today," said Kathy Stares, executive vice president of sales for SecureKey. "Our services provide cloud-based identity federation and authentication to help our customers reduce cost, scalability and privacy issues associated with issuing and managing user credentials. End users can access online services securely and conveniently, and have fewer passwords to remember and manage."

The SecureKey Concierge service, in full operation since April 2012, makes it convenient for people across Canada to access online services from the Government of Canada by offering them the choice of signing in using the familiar authentication credentials they regularly use for their banking and other financial services. As a result, anyone with an account at major Canadian banks – BMO Financial Group, ING DIRECT, Scotiabank and Toronto Dominion Bank – can use their login credentials to access many of the online services offered by the government, including those from Service Canada and the Canada Revenue Agency. Many individuals use their online banking credentials regularly, and being able to use those same credentials to access government services online means fewer user IDs and passwords to remember. By offering its citizens the choice of using existing banking credentials, the Government of Canada is leveraging the investments made by financial institutions in secure online environments. Privacy is respected in that SecureKey Concierge, the financial institutions and the government departments and agencies involved do not share any information that personally identifies individuals, as required under federal privacy legislation.

The SecureKey Concierge service is based on the company's briidge.net Exchange platform, which creates trusted identity networks by connecting users' identity providers with online services though a cloud-based network. Designed specifically for large-scale consumer and citizen communities, the briidge.net Exchange platform significantly lowers credential management costs for online service providers while removing user sign-up barriers, preserving user privacy and providing greater user convenience. SecureKey is a member of ACT Canada and a Cardware Exchange Place Expert. BMO Financial Group, ING DIRECT,

Scotiabank and Toronto Dominion Bank are member of ACT Canada; please visit www.securekey.com; www.bmo.com; www.ingdirect.ca; www.scotiabank.ca and www.td.com

10. TORONTONIANS CAN NOW PAY WITH THE PAYPAL MOBILE APP AT MORE THAN 50 CAFÉS AND RESTAURANTS
Source: Payments Business (03/27)

Canadians crave convenience when it comes to settling the bill. In fact, a survey* conducted by PayPal revealed that almost nine in ten (87%) Canadians wished they could be wallet-free. In a first for Canada, Torontonians can now leave their wallet at home and pay with the PayPal mobile app** at more than 50 of the city's most popular cafés, restaurants and food trucks. Diners get notified of exclusive offers and can tip easily with the PayPal mobile app. Paying for a latte, lunch or drinks with friends is now easy and personalized with the PayPal mobile app. With a simple swipe, people can check in to pay and let the barista or server know that that they are paying with PayPal. Once they check in to pay, the customer's name and profile photo appears on the restaurant's payment system. This makes it easy for the server to identify them, take their order, confirm the amount to be paid, and charge them just by clicking their photo. The customer gets an alert on their phone informing them of the amount paid and an email confirmation from PayPal, which removes the hassle of storing paper receipts.

"We're thrilled to bring our innovation in mobile payments to Canada and help diners get a fast and secure bill payment experience on their smartphone," said Kerry Reynolds, head of consumer marketing, PayPal Canada. "People don't have to look for exact change to pay for their lunch, wait in line to punch in their card details, or print out coupons for a restaurant deal. With the PayPal app on their phone, Torontonians can now search for nearby restaurants, redeem exclusive offers and pay the bill securely at some of their favourite food places in the city." People who pay with the PayPal mobile app help shorten the lines at peak times as the barista or restaurant staff just has to tap the customer's profile photo to process the payment. Cafés and food trucks, that previously only accepted cash, no longer have to turn away customers who do not have enough cash with them to pay at the point of sale. Restaurant owners can also drive brand engagement and customer loyalty by offering incentives that can be redeemed within the PayPal mobile app.

- "Diners are already using their smartphones to make reservations. It makes sense that they can also use their smartphone to pay for their meals," said Paul Boehmer, Executive Chef and Owner of Boehmer restaurant. "Now that we accept mobile payments with PayPal, we can offer exceptional service to our guests – greet them by name and reduce any unnecessary wait time to settle their bill." Where can Torontonians check in with PayPal to check out? From the best cappuccino to poutine, fresh oysters and cocktails, Torontonians can now pay with the PayPal mobile app at some of the city's most popular cafés and restaurants.

- Coffee-lovers no longer have to fumble for change to satisfy a caffeine craving when grabbing a latte at Jimmy's Coffee on Portland Street and Baldwin Street, Thor Espresso Bar on Bathurst Street and Cafe Novo on Bloor Street West.
- For a quick bite, the lunch crowd can grab a salad to-go from Zoë's, a sub from Belly Busters on King Street West or a wrap from Come and Get It on Queen Street West.
- Spare hands for spare change are no longer needed at Lil' Bean N' Green in Leslieville. Moms no longer have to dig into their handbags to look for their wallet. They can check in with the PayPal app even before they arrive at the location, leaving more time to play with their toddlers.
- People can use their phone to pick up the tab for after-work drinks or dinner with friends at Boehmer on Ossington Avenue and SpiritHouse on Adelaide Street West.
- Torontonians can name their game and use the PayPal mobile app to pay for games, snacks and drinks at the newly opened Snakes and Lagers on College Street West.

A flexible and secure digital wallet

To buy a coffee or pay for lunch, people have the flexibility to pay from their bank account, credit card or the balance in their PayPal account on the wallet tab on the PayPal app. Sensitive financial information like bank account or credit card details are not stored on the phone so people do not have to worry about losing their phone and their financial information. PayPal does not share financial information of customers with merchants, including cafés and restaurants. PayPal allows users to pay and get paid online, via a mobile device and in store. The service gives people simpler ways to send money without sharing financial information, and with the flexibility to pay using their account balances, bank accounts or credit cards. With 143 million active accounts in 193 markets and 26 currencies around the world, PayPal enables global commerce, processing more than 9 million payments every day. Because PayPal helps people transact anytime, anywhere and in any way, the company is a driving force behind the growth of mobile commerce and processed $27 billion in mobile payments in 2013.

* The PayPal Survey was an online survey conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 debit and credit card holders who were 18 years or older in Canada between April 26th and May 13th, 2013.

**The PayPal mobile app is free and available for iPhone and Android smartphone users.

11. VISA AND PULSE AGREE ON EMV COMMON DEBIT SOLUTION
Source: wn.com (03/21)

Visa Inc. and PULSE, a Discover Financial Services company, announced an agreement to enable financial institutions that issue EMV debit cards on both the Visa and PULSE networks to use Visa's common debit solution. Visa's common application identifier (AID) supports U.S. debit regulations requiring the ability to route transactions over multiple, unaffiliated networks. A common debit solution shared among all participants will help to accelerate EMV chip adoption in the United States and provide a uniform platform that will enable network innovation. "It's important for the industry to work together, especially when it comes to the adoption of EMV chip," said Bill Sheedy, executive vice president of Corporate Strategy and Government Relations, Visa Inc. "Our common solution is an asset we are making available to the industry free of charge to provide issuers and merchants greater choice among debit networks and enable a streamlined implementation for all parties. The addition of PULSE in Visa's EMV common debit solution, which now has been adopted by 4 of the top 5 debit networks, provides a level of clarity that we hope will jump start mainstream adoption of EMV technology for debit in the U.S."

"Our network has been EMV-capable since October 2013, which will enable us to support transactions using the Visa common AID with minimal updates to our existing specification," said Judith McGuire, executive vice president, Product Management, PULSE. "With this agreement, merchants and acquirers can develop their systems to support the full range of debit routing options available through PULSE, including PIN, signature and PINless transactions." PULSE will use functionality on Visa's common AID to facilitate all types of point-of-sale debit transactions on its network. In addition, the agreement enables PULSE to facilitate domestic ATM transactions on its network and provides for issuer choice in the routing of ATM transactions.

Discover and Visa are members of ACT Canada. Visa is a Cardware sponsor. Please visit www.discover.com and www.visa.ca.

12. FISERV, MASTERCARD AGREEMENT ADVANCES DEBIT EMV ADOPTION IN THE U.S.
Source: Business Wire (03/12)

Fiserv, Inc. and MasterCard announced an agreement to make MasterCard's U.S. common debit EMV solution available for the Accel debit network. Under this agreement, MasterCard issuers receive flexibility to select and implement network relationships, while merchants and acquirers will continue to route transactions as they prefer, without introducing multiple applications and complicated technology upgrades. The agreement provides Fiserv clients with access to a broad EMV solution. In January 2013, MasterCard was the first

network to offer its proprietary technology to other U.S. debit networks in an effort to support the migration to EMV and enable the routing of PIN debit transactions over multiple, unaffiliated networks. This decision allows acquirers to brand transactions originating from the Maestro AID (application identifier) for all debit networks that elect to participate. "This represents our continued commitment to help issuers, merchants and others continue the migration to the EMV standard here in the U.S.," said Chris McWilton, president, North American Markets, MasterCard. "In this agreement, Fiserv and the Accel network are able to provide their customers a solution that can be activated today, delivering enhanced security while streamlining implementation and accelerating delivery of chip cards to our shared cardholders."

"As a leader in card processing, we are committed to providing our clients with a simple, streamlined path to implement EMV," said Kevin Gregoire, group president, Financial Institutions Group, Fiserv. "We are pleased to partner with MasterCard as part of a comprehensive, Regulation II compliant solution that includes Accel Network processing, card production and personalization, and industry-leading fraud and risk mitigation." The MasterCard U.S. common debit EMV solution is consistent with the EMV Migration Forum's recommendations, including a single common debit application identifier (AID) and single application on each card, as well as multiple ways to verify the cardholder's identity.

MasterCard is a member of ACT Canada and a Cardware sponsor; please visit *www.mastercard.ca.*

13. FISERV TO ADVANCE DEBIT EMV ADOPTION IN THE U.S. THROUGH VISA'S COMMON SOLUTION
Source: Business Wire (03/17)

Fiserv, Inc. announced an agreement to make Visa's common debit EMV solution available for the Accel debit network. Under the agreement, Fiserv will adopt Visa's common debit solution offering issuers, acquirers and merchants a simple, streamlined approach for debit EMV adoption. The agreement will help enable the development of regulation-compliant debit EMV solutions using a common Application Identifier (AID). By licensing the Visa AID, the Accel network will be able to process PIN and PINless EMV transactions ensuring enhanced transaction processing security. The AID will facilitate U.S. debit transactions from any debit network that licenses the Visa common AID solution and is enabled on a Visa card. "With more than 7 million Visa EMV chip cards already issued in the U.S., it is important to continue the momentum towards more widespread adoption," said Bill Sheedy, executive vice president of Corporate Strategy and Government Relations, Visa Inc. "With Fiserv participating in the common solution we have made available to the industry, we can offer more choices to issuers and merchants and a clear roadmap for streamlined, cost-effective chip adoption."

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14. IS HCE THE INFLECTION POINT FOR MOBILE PAYMENTS?
Source: PaymentsSource, by Michelle Evans (03/21)

NFC mobile wallets had been disregarded by some in the industry as a viable mobile payment option, but they got a boost with the arrival of a technology that will enable the card data to be stored remotely instead of within a phone. This slight change makes NFC mobile wallets increasingly more attractive as it eliminates one of its biggest stumbling blocks to adoption. Thanks to host card emulation (HCE), the NFC payment ecosystem is now more open than it has ever been in the past. This means that developers can add NFC-based mobile payment functionality to apps without having approval to integrate it within the phone's hardware. A wide range of businesses—from banks to fast-food operators to retail chains—can now easily leverage their sizeable user base and consumer trust to integrate NFC payments into their existing mobile apps and become contenders in the world of in-store mobile payments. Traditionally, NFC-based payments had to store the card details, digital coupons or loyalty programme information on either the physical secure element on the phone, located within the SIM card embedded deep into the handset or added to the device via an external microSD card. This requirement created additional hurdles for mobile wallets because it established mobile network operators as the gatekeepers of the phone's secure element. Besides having to gain approval from these players, it also could cost mobile wallet entrants a pretty penny to rent space on the secure element.

One of the most well-known mobile wallets that struggled due to these requirements is the Google Wallet. When the Google Wallet came to the US market, it was only supported by the Sprint wireless network. The other major US wireless carriers, including Verizon, AT&T and T-Mobile, prevented the app from being able to access the secure element on its network devices as those three were behind the competing Isis mobile wallet. In light of such hurdles, mobile payment players began to look for near-term alternatives, such as QR code-based mobile payment systems that store payment information in the cloud instead of the handset. A QR code-based system can be executed on any smartphone, as opposed to an NFC-based system that requires consumers to have an NFC-enabled phone. Up until recently, mobile payments had to choose between these two approaches, but that changed with the arrival of HCE.

HCE enables apps installed on any NFC-enabled handset the ability to communicate directly with contactless payment terminals and emulate both contactless and EMV cards. The consumer does not need an EMV chip on the phone as the account information is hosted in the form of a token in the cloud. Basically, HCE stores and transmits payment card information via a secure, virtual cloud. This technology removes payment credentials from the handset, which

could lessen consumer fears as to what happens if the phone was lost or stolen. HCE is breathing new life into NFC. Google first enabled this functionality on its phones when it rolled out its latest operating system dubbed KitKat in November. Blackberry also supports this technology. In late February, both Visa and MasterCard announced new specifications for NFC mobile payments using HCE. MasterCard had piloted the technology with Capital One in the US and Banco Sabadell in Spain and plans to issue its specifications for HCE by mid-year. Visa is slightly ahead in that its specifications are already available. It also is trialing the technology that will support its Visa payWave technology with several unnamed issuers. Although there were numerous announcements at the recent Mobile World Congress in Barcelona, the certification of HCE by Visa and MasterCard is likely to have the greatest lasting impact on the mobile payments space.

These announcements are timely given that the number of NFC-enabled smartphones and contactless-enabled POS terminals continue to rise in popularity. Although NFC deployment has been somewhat slow, there are now 324 NFC-enabled handset models on the market today, according to GSMA, the association of mobile-related companies. Of course, Apple iOS devices do not yet directly support NFC, though various vendors offer sleeves to enable iPhones to support this technology. Furthermore, certification by two of the largest international payment networks could be the inflection point in the NFC mobile payments drive as it will likely lead to more investment in this technology from other payment players and greater interest from app developers. Both could lead to greater scale and enable widespread adoption of NFC mobile payment apps.

Ultimately, HCE could lay the groundwork for the future of mobile payments and—at the same time--rekindle interest in NFC-enabled mobile payments. Given that HCE is built on an open architecture, it not only enables payments, but also other NFC services, including loyalty programs, building access and transit passes to be delivered without the use of the secure element. Although there are certainly other technologies vying to be the one to execute mobile payments of the future, the reality is that NFC is the most effective technology out there for instantly connecting a consumer's phone to a merchant's POS terminal to execute payment as well as communicate other information such as loyalty initiatives. HCE will make it feasible for a wide range of businesses to launch more NFC-enabled mobile wallets and do so in a shorter timeframe. HCE offers a less complex and expensive route to establishing a NFC-driven mobile payment infrastructure compared to what previously existed. In time, payment players may reflect upon the arrival of HCE as the inflection point that launched mobile payments into a mainstream payment option.

How is HCE changing the mobile ecosystem? Join our top rated speakers at Cardware 2014 on June 17-18 in Niagara Falls – www.actcda.com/cardware

15. UK BANKS GOING AHEAD WITH PAYM MOBILE PAYMENTS
Source: MobilePaymentToday (03/10)

U.K. banks are on course to launch Paym, a person-to-person mobile payment service that uses mobile phone numbers to identify recipients. The service eliminates the need for senders to know recipients' banking details. Final testing of the service is taking place, and the launch date will be announced in April 2014, the U.K.'s Payments Council said in a statement. The Payments Council is responsible for ensuring the operation of payment systems such as ATM networks, check clearing, and automated clearing house transfers in the U.K. Through the development of Paym, which previously had the working title "the Mobile Payments Scheme," the Payments Council has played a key role in fostering interoperable mobile payments in the U.K. The final phase of the Paym project follows the completion in December 2012 of a central database enabling banks to store customers' mobile phone numbers and link them to their account details.

Nine banks and building societies will offer the Paym service from launch: Bank of Scotland, Barclays, Cumberland Building Society, Danske Bank, Halifax, HSBC, Lloyds Bank, Santander and TSB Bank. Several other banks have committed to joining Paym later in 2014, making the service available to nine out of 10 U.K. checking account holders.

16. IS CHINA'S QR-CODE BAN ABOUT SECURITY OR LOST REVENUE?
Source: Mobile Payments Today (03/24)

China's central bank recently suspended mobile payments initiated through QR codes amid security concerns regarding the identification process involved with those transactions. The bank's decision immediately affects China's two largest third-party mobile-payments providers in Alibaba Group Holding, which operates Alipay, and Tencent Holdings Ltd. On the surface, the bank's edict could very well be based on security concerns. One, however, can make the argument The People's Bank of China's decision has more to do with lost revenue because third-party developers process those mobile payments and collect the transaction fees. "[The bank] can't go to the press and publicly say we are missing out on revenue," Tristan Hugo-Webb, associate director for Mercator Advisory Group's international payments practice, told Mobile Payments Today.

That theory stems from the fact the bank operates China UnionPay, which is the only interbank network in the mainland. China UnionPay is not processing Alibaba's or Tencent's mobile transactions, which means it can't collect transaction fees. Hugo-Webb believes the bank's ruling will stifle mobile-payments growth under the guise of security concerns while it tries to determine how it might receive a cut from mobile payments enabled through methods outside NFC, which China UnionPay processes. "There could be a situation where the bank might make [Alibaba and Tencent] switch to NFC-enabled payments," Hugo-Webb said.

Chinese mobile payments in general reached 1.7 billion transactions in 2013, up 213 percent from the previous year, according to figures the bank released earlier this year. Those transactions were worth $1.6 trillion, up some 317 percent from 2012. Alibaba and Tencent are responsible for the bulk of those figures as NFC-enabled payments represent a small percent of the total because China, like many other countries, lacks the necessary contactless point-of-sale terminals. China has 10.6 million terminals deployed throughout the country, but only 1.4 million devices accept contactless payments, according to the central bank. That has allowed Alibaba and Tencent to conquer mobile payments with QR codes. Alipay processed nearly $150 billion in mobile transactions in 2013, which is significantly more than PayPal. The eBay-owned company processed $27 billion in mobile transactions last year. Tencent, which also operates the mobile messaging service WeChat, earlier this year introduced a software update that enables users to use a QR code for mobile payments. The company said in its recent earnings report that 355 million people use WeChat, which represents enormous revenue potential as it competes directly with Alipay.

Both companies planned to launch virtual credit cards that use QR codes, but that is in serious doubt pending further action from the People's Bank of China. Indeed, QR codes do present some consumer safety issues because some codes can lead to fraudulent websites. "One of the challenges with QR codes is that a QR code can take you to a link, which might be a phishing site, so it is important how the QR codes are implemented and used for payments," Zilvinas Bareisis, senior analyst at Celent, told Mobile Payments Today. Alibaba and Tencent recently gave the bank detailed reports about how their mobile systems operate, which Bareisis interpreted as the ban being a short-term one. Both companies said in statements they are awaiting further instruction from the bank. "While the timing may not be great (Alibaba is scheduling an IPO in the United States), I don't think this will have a lasting impact on innovation in the country," Bareisis said. Hugo-Webb isn't so sure. He believes the bank's ruling is intended to ensure China UnionPay remains profitable even as NFC-enabled mobile payments lag far behind their QR-code counterparts.

"The bank's direct market intervention is an issue that will always hang over China and make operating there a significant risk," Hugo-Webb said. "This particular issue could really hurt mobile growth in China." Proposed limits on mobile payments also could stifle growth, and the bank is reconsidering this after Alibaba, Tencent and consumers criticized the consideration over the weekend. The bank did not previously acknowledge the caps until companies leaked the proposed rules. The bank proposed limits on mobile payments of 10,000 yuan (US$1,630) per year and a 1,000-yuan limit on a single transaction. In an interview with the official Xinhua News Agency, the bank said it would change the mobile limits if consumers found them unfair.

17. INGENICO AND CARDCONNECT BRING EMV PAYMENT AND POINT-TO-POINT ENCRYPTION SOLUTIONS TO 50,000 MERCHANTS IN THE U.S.
Source: Retail Solutions Online (03/25)

Ingenico has been selected by CardConnect as their EMV chip-based payment acceptance technology and point-to-point encryption (P2PE) co-development partner to their 50,000 merchant customers in the United States. CardConnect is leveraging the entire value chain of Ingenico's payment offerings from EMV- and NFC-ready payment devices to highly trusted On-Guard data encryption solution. The all-integrated payment processing solutions will enable merchants to secure cardholder data and conveniently accept all payment means across multiple channels, including in-store, mobile, and unattended transactions. "As a global leader in the payments industry, Ingenico is committed to working closely with payment processors in the U.S. to enable seamless payment acceptance across all customer touchpoints," said Thierry Denis, President of Ingenico North America. "We are excited to join forces with CardConnect in bringing Ingenico's P2P data encryption and EMV-ready payment solutions to their vast merchant customer base. Our market proven solutions will enable CardConnect to expand quickly into new business channels by providing merchants with secure payment processing services that fully meet their payment acceptance needs, today and tomorrow."

"Merchants are under intense pressure as they strive to juggle new forms of digital payment, protect their customer's information, comply with new PCI DSS 3.0 rules, and prepare for the upcoming shift to EMV cards," said Jeffrey Shanahan, President and CEO at CardConnect. "Never before has the payments industry faced such daunting challenges, all at once. The best way for merchants to excel here is to adopt secure, EMV-ready products and solutions that will reduce their PCI scope through encryption and tokenization. We are pleased to work with Ingenico to provide these services to our merchants. Ingenico shares our vision of what payments technology really means – solutions that secure cardholder data, are flexible across all sales channels, and can be applied to businesses of all sizes. This co-development partnership is a huge win for merchants."

Ingenico is a member of ACT Canada and a Cardware Exchange Place Expert; please visit www.ingenico.com.

18. MCDONALD'S SWEDEN ACCEPTS QR CODE PAYMENTS WITH SEQR WALLET
Source: MobilePaymentsToday (03/10)

McDonald's Sweden has added QR code payments to its mobile app with the integration of the SEQR mobile wallet from Stockholm, Sweden-based Seamless. The existing McDonald's app already delivers menus with nutrition and allergy information as well as offers and campaigns, Kajsa Dahlberg, McDonald's

Sweden's head of digital engagement, said in a statement. "Now our Swedish customers can also make payments through the app," she said. Customers can make purchases at McDonald's restaurants across Sweden by scanning QR codes at the checkout and confirming payment by entering their PIN. The payment receipt is stored in the customer's phone. McDonald's also plans to roll out SEQR-based mobile payments at its Belgian restaurants in the spring of 2014. SEQR said that, by using its own transaction switch and bypassing the card companies, it is able to halve merchants' transaction costs.

Since its launch in 2012, SEQR has been adopted by 4,600 merchants, and the SEQR wallet is now available in Sweden, Norway, Finland, Kuwait, Malaysia and Romania. EMAB, owned by a coalition of independent Swedish merchants, has announced that it will accept SEQR payments at its 430 member stores in April 2014. According to Seamless, SEQR is the only mobile payment solution on the Swedish market that allows consumers to pay in stores and online. In addition to making payments, users can carry out P2P transfers, save receipts digitally, connect loyalty programs, pay for parking and redeem offers through digital coupons.

19. GOOGLE ENDING TAP AND PAY SUPPORT ON DEVICES OLDER THAN ANDROID 4.4
Source: Mobile Bloom (03/17)

If you have a device that operates on the Android 4.3 Jelly Bean software or older, then you might want to pay attention to announcements from Google this week. The Google Wallet application has been growing over the last few years, but there is one feature that Google is looking to end support for on devices older than Android 4.4 KitKat. That feature is the "tap and pay" feature and starting the second week of April, your older Android device will not be able to perform the action. If you have a device that is running Android 4.4 KitKat, after the 14th of April you should still see the "tap and pay" support. The tap and pay feature basically allows you to take your device, tap it onto a pad available at a retailer checkout and that transfers the payment to the retailer. All of the relevant information about the purchase is transferred to your Google Wallet account and everything happens very quickly. Google Wallet allows users to sync a credit or debit card into the app and that is what is used to pay for your bill when you "tap and pay".

This does not mean that Google is ending support for the Google Wallet application for the older devices, however, the feature will not work for them. Users will still be able to add payment information to the app and use it in others ways. According to a press release from Google, the company wanted to explain why the newer software works, while the older versions do not. "On the newest version of Android, tap and pay works with different technology for an improved experience. As a result, starting on April 14, 2014, tap and pay will no longer work for devices

with older Android versions." If Google Wallet is an application that you use on a regular basis, then you should be considering an upgrade very quickly. By the time the support for the popular feature ends, you will be able to pre-order the Galaxy S5 from Samsung, check into the new HTC One and or you could go with the brand new LG G2 smartphone. If you are looking for more of a budget smartphone, then the Moto X or the Moto G might be something you could consider for the upgrade.

20. RETAIL EMV ADOPTION: EYES WIDE OPEN
Source: Bank Systems & Technology (03/21)

The U.S. banking industry has a sense of inevitability concerning adoption of the EMV smartcard standard. And the threat of industry-imposed deadlines combined with the steady drip of recent high-profile security breaches at stores like Target and Neiman Marcus only help to strengthen that mindset. But the fact is that EMV adoption remains in a holding pattern with U.S. retailers. While it may well be inevitable, the future is both uncertain and threatening for retailers. Banking executives—who have been well indoctrinated by the EMV talking points of Visa, MasterCard and American Express—would be wise to consider the issue from the retailers' perspective. Indeed, it would better prepare everyone for what promises to be an expensive and disruptive transition to digital chip-and-pin cards in the U.S. market.

In a nutshell, U.S. retailers are feeling abused and confused. While they are being offered both a carrot and stick from credit card providers to upgrade their payment infrastructure to EMV-enabled cards, the carrot is puny and the stick feels more like a club. The good news is that retailers who conduct over 75 percent of their transactions with EMV-enabled terminals will not have to submit their annual PCI (payment card industry) audit reports to the payment brands, saving them money on PCI compliance costs. However, the downside is that retailers still bear the burden of PCI compliance. In the event of a breach, retailers who are non-PCI compliant will not be protected by "Safe Harbor" provisions and will be held fully responsible for the fines associated with non-PCI compliance. So while cost of preparing annual reports may represent some savings, even EMV-enabled retailers will still incur all of the costs associated with insuring full PCI compliance. Card issuers say the smart chip standard will reduce retailers' fraud exposure while increasing security. Yet, the current plan for EMV implementation in the US is lacking a critical security element— the PIN code. The U.S. implementation will be based on chip-and-signature. A signature doesn't offer any meaningful protection. Fraudulent transactions are not rejected based on signature mismatches.

The fact is, card issuers and retailers experience fraud differently. While the difficulty in replicating the chip in an EMV card provides some protection for card issuers during POS transactions, the U.S. implementation of EMV does nothing to protect retailers from fraud associated with card-not-present (CNP) transactions.

Consider that in 2012 there was $11.27B of credit and debit card fraud (Nilson Report, Aug 2012), of which card issuers experienced 63 percent of the losses primarily at the POS. Retailers on the other hand experienced a whopping 37 percent of the losses in card-not-present (CNP) transactions (e.g. Web, phone, mail order). To make matters worse, failure to comply with the card issuers mandate by the October 2015 deadline will shift the fraud liability for POS transactions from card issuers to non-EMV compliant retailers. From the retailers' perspective, it is a lose-lose situation. Retailers will either make enormous investments in a solution that doesn't provide CNP/PIN protection, or they will suffer the associated liability of fraudulent credit card transactions. It's going to cost them one way or another.

How EMV impacts brand reputation with consumers is another issue retailers are trying to figure out. To be frank, consumers don't care about EMV. The current card system is convenient and easy to use. In their minds, retailers, card issuers, and the rest of the "system" exist just to fulfill their responsibility to protect themselves and consumers from hostile attackers. Even as we learn that the personal information of an estimated 110 million consumers was stolen in the recent Target breach, there hasn't been widespread consumer revolt…..yet. But consumer opinions might change as these high profile breaches become regular occurrences. Consumer attitudes could also shift dramatically as some retailers slowly move to EMV systems. Suddenly, consumers may favor EMV cards—and the stores that support them—over those that don't because of the perceived security benefit. Tech savvy millennials, for example, who came of age in the digital world may naturally gravitate toward EMV-enabled retailers.

Ironically, future technological uncertainty is also one of those factors holding retailers back. While a chip represents an improvement over a mag stripe, at the end of the day a chip is just a "dumb computer." Today's smartphones provide a far superior potential platform for implementing much-needed end-to-end security, capable of evolving ahead of future threats. And for the next generation of consumers, their personalized mobile devices are no less important than their wallets. During his Senate testimony, Mallory Duncan, National Retail Federation SVP and General Counsel, effectively described EMV as "spending billions to combine a 1990's technology (chips) with a 1960's relic (signature) in the face of 21st century threats." Regardless of what one may believe about EMV, retail as an industry is in desperate need of a solution for credit and debit card fraud. In the wake of the Target breach, J.P. Morgan and Chase did the unthinkable – they imposed spending limits on consumers in the middle of the holiday shopping season. Evidently credit and debit card fraud is now more painful than the lost sales caused by interfering with a consumer's desire to buy. The bottom line is U.S. retailers, credit card issuers, banks, and everyone else with a stake in the future of credit card payment systems clearly need a comprehensive solution to reduce card fraud and increase security in the U.S. market. But to retailers, the current proposed implementation of EMV represents an extremely expensive

investment for a solution that does not address basic problems (e.g. CNP transactions) and is lacking critical elements of fraud protection (e.g. PIN). Instead of threatening retailers through forced adoption of an inadequate solution, the U.S. should consider alternative approaches that not only meet current needs of all parties involved— but most importantly protect consumers from evolving future threats.

21. SMART ENERGY NETWORKS JOINS THE MULTOS CONSORTIUM AS A PROFESSIONAL PARTNER MEMBER
Source: MULTOS (03/26)

MULTOS Consortium announced that Smart Energy Networks, a UK-based consultancy specialising in communications solutions for Smart metering and Smart grid applications, has joined as a Professional Partner member. Joining as a Professional Partner Member, Smart Energy Networks can take part in the development and growth of MULTOS, whilst benefiting fully from the Consortium's marketing and networking resources with members that span the secure Smart device industry. John Cowburn, Director, Smart Energy Networks says, "Smart metering and Smart grid applications require a high degree of security as they form part of the critical national infrastructure. Smart metering also provides for prepay services to be offered and MULTOS with its inherent security features provides an ideal solution with its proven technology. With many countries across the world embarking on Smart metering roll outs and Smart grid projects on the increase, MULTOS is well placed to take advantage of the opportunities that will arise."

Stuart Attwood, Commercial Manager of the MULTOS Consortium, comments "With the addition of Smart Energy Networks into the Consortium, MULTOS is in an excellent position to expand into the burgeoning Smart metering and wider IoT (Internet of Things) market. The technology and security expertise that MULTOS and the Consortium members can offer to this area is extensive, and with it we look to span the bridge between our traditional smart device verticals of Payments and ID and the new world of IoT and M2M (Machine-to-Machine). Smart Energy Network brings a wealth of knowledge in the Smart metering market, and we are very much looking forward to developing a strong and fruitful relationship."

MULTOS is a member of ACT Canada; please visit www.multos.com.

22. WENDY'S JUMPS INTO QSR MOBILE PAYMENT RACE
Source: Mobile Payments Today (03/24)

Days after Bloomberg reported about Burger King's system wide mobile payment rollout, a similar report has surfaced about Wendy's doing the same. According to the Associated Press, Wendy's has been testing the option throughout the past year and is now "ready to accept the payments" at a majority of its restaurants nationwide. To use Wendy's feature, customers tap the payment

app, which pulls up a six-digit number that they then relay to the cashier. This is opposed to customers holding up a device to a scanner, a process used at other restaurant brands including Starbucks. Last year, Wendy's CMO Craig Bahner told QSRweb.com that the brand was exploring mobile payments so it could be where its customers are. "We need to engage with them the way they want to be engaged. If they are paying through their smartphones, we need to let them. Delivering our 'A Cut Above' strategy means all touchpoints, including traditional advertising and mobile payments. We will keep moving fast in the digital space because consumers are engaging with us in that space," he said.

Wendy's set up its rollout by partnering with Merchant Customer Exchange in February. The exchange, according to a news release, "is a group of leading merchants dedicated to improving the shopping experience by offering consumers a widely-accepted, customer-focused and secure mobile commerce platform." Other QSRs have adopted or tested mobile payments at an increasing pace, including Dunkin' Donuts, which introduced its app in August 2012, Jersey Mike's, Tim Hortons and Subway. Burger rival McDonald's continues to test the mobile payments platform in Salt Lake City and Austin, Texas markets. Most analysts predict a continued adoption of mobile payments throughout this year, with the feature especially proving itself at Starbucks. During that company's shareholders meeting last week, executives said 14 percent of all transactions now come from mobile payments.

23. G&D SUPPLIES VODAFONE GERMANY WITH SIM CARD-BASED SYSTEM FOR MOBILE COMMUNICATION ENCRYPTION
Source: Giesecke & Devrient (03/09)

Vodafone Germany is the first telecommunications group to offer its corporate and public sector customers SIM card based end-to-end encryption for their mobile communication. Giesecke & Devrient (G&D), an international leader in mobile security solutions, developed the product in collaboration with Düsseldorf-based network operator Vodafone. Secure SIM Data encrypts and signs emails, documents, data carriers, and VPN connections. This is the second product for securing mobile communication that Vodafone has brought out in collaboration with its security partner G&D. The existing solution has been providing Vodafone customers with secure login access to corporate networks and the data cloud for some time now – there, too, G&D's latest SIM technology provided the key. As mobile working becomes more common, companies are increasingly forced to find more effective ways to protect sensitive data. Solutions are called for that can be implemented on different devices simply and flexibly. Vodafone is now offering a standardized, flexible and above all cost-efficient product for daily use that is based on G&D technology.

"We created Vodafone Secure SIM Data as a simple, cost-efficient and above all secure value-added service based on the Vodafone SIM card for the

telecommunications group's corporate customers. It regulates access to sensitive data while also protecting mobile data communication effectively against attack," says Carsten Ahrens, Group Senior Vice President, Server Software and Services (3S) division. Unlike the majority of products that are already available, this solution does not require users to possess separate smartcards or security tokens. The digital private key and corresponding certificates are securely stored on the SIM in the user's notebook or tablet, eliminating the need for additional hardware such as card readers etc. Vodafone is presenting the solution for the first time at this year's CeBIT trade show in Hannover, where it will be demonstrated using a Windows 8-based standard Lenovo notebook.

Secure SIM Data encrypts emails and documents in such a way that they are unreadable to unauthorized third parties. The customer simply enters a PIN in order to encrypt and add a signature as well as to decrypt their communication. The solution uses the widespread S/MIME encryption program for email exchanges, and in the future, encryption via PGP will also be possible. Users also have the option to authenticate emails in order to verify origins and that email content remains unaltered. Besides electronic data traffic, the solution can also be used to encrypt storage media such as USB sticks or hard drives. This ensures, for instance, that a sales representative's confidential contract paperwork remains protected against unauthorized access even in the event of theft or loss of the notebook.

Giesecke & Devrient is a member of ACT Canada, Cardware Sponsor and a Cardware Exchange Place Expert; please visit www.gi-de.com.

24. VERIFONE PARTNERS WITH XPIENT TO PROVIDE INDUSTRY LEADING SECURITY SOLUTION FOR RESTAURANTS
Source: VeriFone (03/18)

VeriFone Systems, Inc. announced its partnership with XPIENT Solutions to provide a class leading payment-as a service (PAAS) solution for quick service restaurant (QSR) and fast-casual dining markets. The solution enhances security through payment system isolation and end-to-end encryption while providing a pathway to EMV and NFC payment acceptance at the point-of-sale (POS). IRIS is a flexible POS application from XPIENT Solutions, a leading provider of comprehensive technology solutions used by 17 of the top 50 QSR brands. Integration of XPIENT's platform with VeriFone's PAAS solution—VeriFone Point—enables restaurant operators to future-proof payment infrastructure for EMV and NFC payment acceptance while enhancing data security with a SRED and PCI PA DSS certified end-to-end encryption solution—the "gold standard" in payment security recommended by the PCI Council and other payment industry authorities.

"XPIENT powers some of the most recognized quick service and fast casual restaurant brands," said Christopher Sebes, chief executive officer of XPIENT Solutions. "Our partnership with VeriFone yields a ground-breaking solution that provides restaurants with best-in-class POS functionality and data security as well as a direct path to accepting EMV and NFC presentment and other forms of payment that are growing in popularity among consumers." The growing burden of both PCI compliance and absolute credit card data security is proving challenging for QSR and fast casual merchants. VeriFone Point addresses both of these issues by isolating the XPIENT platform from PCI scope, as payment data is never transmitted or exposed to the XPIENT system. Further, regardless of presentment technique, card data is encrypted within a SRED certified module. The XPIENT system is complemented by the customizable VeriFone Point platform, which includes the following features:

- VeriShield Total Protect: An end-to-end encryption and tokenization solution that protects retailers' brands and reduces PCI complexity by eliminating usable cardholder data at the point of swipe.
- VeriFone HQ: An advanced solution that reduces estate management complexity, protects POS investments, and reduces total cost of ownership by keeping systems consumer-ready through remote diagnostics, device management and content management.

"We understand the challenges facing restaurants and their service providers when it comes to protecting customer data and having the technology in place to accept future payment types," said Jennifer Miles, president, VeriFone Americas. "Through our partnership with XPIENT, restaurants now have the flexible and reliable bundle of best-in-class hardware, software and services they need to quickly and easily adapt to changing security mandates and bolster their point of sale to accept EMV credit cards, mobile and other types of alternative payments." The platform is available on all VeriFone terminals, including mobile devices, and offers restaurants the flexibility to select any processor they choose.

VeriFone is a member of ACT Canada and a Cardware Exchange Place Expert; please visit www.verifone.com.

25. THE NEW LOYALTY IS NOT JUST ABOUT TRANSACTIONS; IT'S ABOUT INTERACTIONS
Source: Aimia (03/06)

Aimia released Rewarding Interactions: Are You Ready for Customer Intimacy – a global report highlighting the importance of connecting with customers beyond the transactional level - planning for interactions both before and after the purchase activity. For marketers there are opportunities to build real relationships with customers at every touch point or interaction. When effectively executed the intimacy and trust built through interactions are catalysts for customers to become brand ambassadors, promoting the brand to their networks including social media.

Companies who truly value interactions develop additional ways to reward and recognize loyal customers beyond points, cash and discounts. For example, social currency – online recognition and status – is a way for customers to gain social standing among peers and social groups. "Real loyalty isn't created at the close of the sale," said Rick Ferguson, Vice President, Knowledge Development for Aimia. "It's created when the brand and the customer become intimate through multiple interactions before, during and after the purchase. Companies that strategically use those interactions to learn more about their customers will build greater loyalty, create new revenue streams and develop lifelong customers."

According to Aimia's research, there are four reasons marketers should collect interaction data in addition to transaction data:
- o To create new revenue streams. Interaction data is an untapped resource. There is revenue to be had from refining the information.
- o To drive incremental revenue from the loyalty base. Tying interactions to transactions creates a three dimensional, customer-centric view generating sustainable incremental lift beyond a campaign ROI.
- o To leverage and validate investments in new communication channels. Marketers need to reach consumers where, when and how they want to be reached. Different media, such as social media and mobile, are needed to connect with consumers throughout their interactions with the brand.
- o To lower the cost to serve, while increasing value. Seeing the consumer on her entire lifestyle journey enables a wider array of partnerships to be formed, lowering the cost to run the loyalty program while increasing value to the consumer.

The entire paper is available at
http://www.aimia.com/content/aimiawebsite/global/en/new-thinking/library.html

Aimia is a member of ACT Canada; please visit www.aimia.com.

Need to know the latest advancements in loyalty? Join our top rated speakers at Cardware 2014 on June 17-18 in Niagara Falls – www.actcda.com/cardware

26. CT-PAYMENT SIGNS AGREEMENTS WITH WORLD LEADERS RIA FINANCIAL AND CORELOGIC
Source: CT Payment (03/24)

A major player among Canadian electronic-transaction processors, Quebec-based CT-Payment announced the signature of two international agreements, the first milestones of its international commercialization strategy. CT-Payment will offer support to Ria Financial and CoreLogic, two first-rate players in the international financial industry, making it possible for them to process electronic transactions estimated at over 24 billion dollars a year. The agreement

with Ria Financial (an affiliate of Euronet Worldwide) – one of the world's largest money-transfer corporations – is to develop a customized payment application allowing the facilitation of electronic-transaction management and the reduction of fraud-related risk. This tool will first be implemented in Canada, then in the United States, Australia and the United Kingdom. Ria clients will be able to use a debit or credit card to transfer funds simply and securely. Ria merchants will find that the new Quebec-developed technology significantly reduces the number of cash transactions and allows Ria to reduce the cost associated with money handling and transport. It will also lower the risk of break-ins at the various branches.

Continuing its offensive on foreign markets, CT-Payment USA, a subdisiary of CT-Payment, also signed an agreement with CoreLogic Tax Services and AutoAgent to give American real-estate owners the possibility of paying their property tax through an exclusive online portal. CoreLogic Tax Services is the largest provider of real-estate information services in America. The AutoAgent platform used in conjunction with the electronic-payment solutions developed by CT-Payment obtains real-time property tax information from the owner's municipality, secures payment preauthorization from the taxpayer, and debits their account to pay the property tax. This technology will significantly alleviate the administrative burden for municipal governments and facilitate online payment of municipal taxes by American consumers. "These agreements with Ria Financial and CoreLogic illustrate CT-Payment's versatility and resourcefulness. In both cases, we developed tailored applications and provided a technological solution that blends perfectly with the client's management platform. Our tools bind with the client's environment to preserve its technological independence and flexibility – as well as its independence from financial institutions and acquirers," said Denis Robert, CT-Payment's President and CEO.

These two agreements represent the first steps in CT-Payment's penetration of international markets as well as milestones for the strategic growth initiatives to come. In Canada, 60,000 retailers, corporations and public institutions use CT-Payment's payment solutions to perform payment transactions worth over 15 billion dollars each year.

CT-Payment is a member of ACT Canada; please visit www.ct-payment.com.

27. ELAVON INTRODUCES PAYMENT INTEGRATED LOYALTY PROGRAM
Source: Elavon (03/18)

Elavon is bringing to market Fanfare, an easy-to-use loyalty program that delivers rewards to patrons of small to mid-sized businesses right at the point-of-sale. With Fanfare, businesses can build deeper relationships with their customers by providing meaningful rewards via integrated technology. With Fanfare it is easy for consumers to sign up and track loyalty rewards via a customized website. The program automatically tracks loyalty points, rewards and offers that can be

redeemed at any time. Once rewards are earned, consumers see them right at the time of purchase, eliminating the need to print coupons, carry a loyalty card or wait for a credit card statement. Businesses utilize a custom dashboard that enables them to create offers and track the success of their Fanfare loyalty program. "Fanfare is an exciting launch for us because it positions us to celebrate our customers and helps them celebrate theirs" said Marianne Johnson, Elavon's Executive Vice President of Global Product & Innovation. "By rewarding loyal customers, keeping them coming back and offering attractive offers to prospects, our customers can provide a rewards program that competes with their competitors."

Fanfare enables our customers to personalize and brand their own rewards and loyalty programs, putting the power in the hands of our customers. It is a secure, turnkey loyalty solution that conforms to industry standards for payment data security. Focused on innovation and celebrating customers, Fanfare is one of Elavon's groundbreaking solutions helping to enable commerce for businesses globally. Though its initial launch is U.S. specific, plans to expand the solution into Europe are slated for later this year.

Elavon is a member of ACT Canada; please visit www.elavon.com.

28. FIME RF TEST BENCH APPROVED BY NFC FORUM
Source: FIME (03/26)

FIME has announced that its radio frequency (RF) test bench has been officially approved by the NFC Forum, a global association that advances the use of near field communication (NFC) technology. The tool validation process and approval brings official recognition that the FIME RF test bench meets the requirements defined in the NFC Forum specifications, making the tool eligible for testing devices for conformance to the functional requirements outlined by the NFC Forum. The FIME RF test bench evaluates the analog compliance of smart devices, such as mobile handsets and tablets, ensuring product compliance to the NFC Forum Analog Technical Specification. Successful product evaluation through compliance testing and NFC Forum certification allows a device manufacturer to use and display the NFC Forum Certification Mark. "The specification makes it easier for device manufacturers to build NFC Forum-compliant devices," explains Stephanie El Rhomri, NFC & Payment Vendors Business Line Manager at FIME. "Manufacturers can use the test bench throughout the development lifecycle for pre-certification testing in advance of product submission for official certification testing, speeding up time to market and mitigating bugs prior to launch."

The test bench is now available to mobile handset and device manufacturers at FIME's network of global laboratories, spanning America, Asia and Europe. "Having become a NFC Forum authorised laboratory in 2011, we are

delighted to receive approval for our RF test tool," adds Stephanie. "FIME has been heavily involved in the development of the NFC Forum Analog Test Specification at a technical level. This acquired knowledge enables us to help manufacturers bring fully compliant products to market as quickly as possible." "FIME's RF test bench is a welcome addition to the growing number of approved test tools for NFC Forum Certification testing," said Paula Hunter, Executive Director of the NFC Forum. "Test tools give device makers a range of options to help them ensure their products comply with NFC Forum specifications." The NFC Forum's certification programme was launched in 2010 to foster a gold standard of confidence and credibility and provide a foundation for interoperability within the marketplace.

FIME is a member of ACT Canada and a Cardware Exchange Place Expert; please visit www.fime.com.

29. JCB QUALIFIES THE COLLIS BRAND TEST TOOL TO SIMULATE TCI TEST CARDS
Source: UL (03/20)

The Collis Brand Test Tool, the all-in-one brand certification tool for the major payment brands, is now qualified by JCB to simulate the latest TCI test cards (version 1.2). This qualification helps acquirers in 24 million merchant locations in 190 countries worldwide to correctly accept JCB cards. Fumihiko Mitsuoka, Senior Vice President Brand Infrastructure & Technologies at JCB commented: "We are pleased to have the Collis Brand Test Tool qualified for simulating TCI test cards. We believe this will greatly benefit acquirers worldwide with preparation for certification of their terminals. We look forward to work with UL on various other initiatives." "UL continues to provide high quality test tools for the payment market. We are confident that our customers will benefit from this qualification as it will help them reduce the time to market, ease their TCI testing, and increase their confidence during the JCB implementation," adds Maxim Dyachenko, Manager Service Line Test Tools at UL Transaction Security.

The Collis Brand Test Tool has the ability to simulate any test card, both contact and contactless, and assists in performing the tests mandated by JCB and six other major payment schemes. Using card simulation takes away the need for physical cards that can get corrupted or lost. The Collis Brand Test Tool provides clear user guidance and it is fully aligned with the Test Specifications of the seven major worldwide payment schemes. It also provides full insight in the technical details of the communication between the card and the terminal on the one side and between the terminal and the network on the other side. This allows a tester to gain detailed insight in the behavior of the system from end-to-end.

UL is a member of ACT Canada; please visit www.ul.com.

30. GEMALTO HOSTED TSM SERVICE STRENGTHENS MOBILE PAYMENT ECOSYSTEM IN HK
Source: Gemalto (03/11)

Gemalto has provided hosted Trusted Service Management (TSM) services to Hang Seng Bank for their mobile payment service. Gemalto's Allynis TSM has allowed Hang Seng Bank to join forces with mobile operators including HKT to offer customers the convenience of NFC to tap and pay for small value transactions. HKT is building upon the installed base of advanced NFC SIM it has been deploying since second half of 2013, having progressively equipped its subscribers with Gemalto's UpTeq Multi-tenant NFC SIMs. The secure software client embedded in the advanced NFC SIM cards connects into Hong Kong's TSM trust infrastructure for rapid mass deployment of multiple contactless services even after the card has been issued to end users. To pay with their mobile device, customers just download the mobile payment application on their phone and activate the service. Mobile payments are already available at over 3,000 merchant outlets in Hong Kong, including convenience stores, supermarkets, fast food chains, cinemas and more. The TSM service will be hosted in Gemalto's data center, which is AMEX, MasterCard and VISA certified and provides full-time, 24/7 availability for payment applications. It also complies with international interoperability standards, such as Global Platform, and enables easy on-boarding for other mobile operators and payment schemes in the future.

Gemalto is a member of ACT Canada and a Cardware Sponsor; please visit *www.gemalto.com.*

31. NBS TECHNOLOGIES XPRESSI TRUSTED SERVICE MANAGER NOW SUPPORTS ANDROID KITKAT
Source: NBS Technologies (03/26)

NBS Technologies announced that the host card emulation (HCE) feature of Android KitKat is now fully supported by the NBS Xpressi Trusted Service Manager (TSM). With HCE no physical secure element is required. The secure element is implemented completely in the Android application. Therefore, no UICC chip or microSD card is required and no Mobile Network Operator (MNO) involvement is required to personalize and use an NFC enabled phone for contactless payments. "This could be the breakthrough our industry has been looking for." commented Robin Ehrlich, chief software architect of NBS Technologies. The KitKat feature introduces an alternative business model for application providers and users that mitigates much of the existing complexity associated with the NFC SE business model. "It allows NFC enabled phones to gain their full potential in the payment world," says Ehrlich, "and the NBS Xpressi TSM solution introduces a flexible total end-to-end solution." NBS has developed an HCE application that supports both Visa payWave* and MasterCard PayPass. The NBS Xpressi TSM can be used to personalize the embedded secure element

and the phone can be used as a contactless payment card at any POS terminal. No special hardware or third party support is required. The NBS embedded secure element is protected and safe.

NBS Technologies is a member of ACT Canada; please visit www.nbstech.com.

32. LOYALTY CENTRAL AND PRIORITY PAYMENT SYSTEMS TO PROVIDE SECURED ELECTRONIC TRANSACTION SYSTEM OVER WI-FI AND INTERNET FOR SMART DEVICES
Source: Loyalty Central (03/26)

Loyalty Central Inc. and Priority Payment Systems, are collaborating to provide a total systems approach for secure fully integrated electronic transactions for Smart devices. Loyalty Central Inc. will now be utilizing the patented SPARC Security Device with the strength of Priority Payment Systems in the credit card processing market. "This collaboration represents each organization's commitment to provide customers with a single source for the most reliable electronic exchange of client information over any open network," commented Ali Digius, Priority Payment Systems of Southern California, Director of Business Development. "This joint venture expands Priority Payment Systems brand by offering the most secure transfer of our client's information in the electronic transaction industry." The product lines will include paralleling applications for financial organizations, ranging from commercial, industrial and government facilities. This product line will carry the SPARC Security Device brand and will sell its products through Priority Payment Systems dealer network focusing initially in North America. Priority Payment System plans to begin expansion through the global dealer network in 2015.

"Our main focus is maintaining the security and continuity of electronic transactions powered by the SPARC Security Device for consumer protection when using credit cards and smart devices for any electronic purchase throughout the world," commented Richard T. Hauge, CEO of Loyalty Central Inc. "Working together, we will offer single source seamless integration of all elements in the electronic transaction industry. Using the SPARC Security Device, we provide our customers the highest level security for financial transactions at a fraction of the cost of typical security systems." The potential market includes over 150 million smart phones in the US market alone. It is anticipated this collaboration will be able to capture a significant share of the market with annual revenue in excess of $100 million within the next two to three years.

Loyalty Central, Inc. is a member of ACT Canada and a Cardware Exchange Place Expert; please visit www.loyaltycentral.com

Entering our 25th year, ACT Canada has been the internationally recognized authority in the market. As the eyes, ears and voice for stakeholders focused on secure payment, mobile, NFC, loyalty, secure identity, and leveraging EMV, we promote knowledge transfer, thought leadership and networking. We help members protect their interests, advance their causes, build their business and grow the market. We take a neutral and non-partisan approach to all issues, facilitating collaboration among issuers, brands, acquirers, merchants, regulators, solution providers, governments and other stakeholders. Over 50% of our members have been with us for more than 5 years, enjoying ongoing value from their affiliation with ACT Canada. Please visit http://www.actcda.com or contact our office at 1 (905) 426-6360.

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