

Information

12 June 2008

Jelmoli Bonus Card and Swiss Federal Railways launch free Visa card

Jelmoli Bonus Card Ltd, in which Valartis Bank AG has a participation of 27.5%, has announced today, that it will be issuing this autumn together with Swiss Federal Railways (SBB) a Half-Fare Card that is also a Visa credit card. In this strategic partnership, Jelmoli Bonus Card will bring in a long and successful experience in customer retention and credit card business and will take responsibility for processing all credit card transactions in Switzerland. Valartis Bank AG, the Principal Member of the Visa organisation, will handle all payments between Jelmoli Bonus Card and Visa. The following text shows the Media information of Jelmoli Holding Ltd, Zurich, as of June 12, 2008.

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Cooperation with Swiss Federal Railways in credit card business

In cooperation with Swiss Federal Railways (SBB) Jelmoli Bonus Card will be issuing this coming autumn a Half-Fare Card that is also a free Visa credit card. Jelmoli Bonus Card look back on a long and successful experience in the customer retention and credit card business and will now offer SBB customers additional services that make the Half-Fare Card even more attractive.

SBB have over 3 million regular customers; more than 350 000 of them own a General Abonnement. Furthermore, well over 2 million use a Half-Fare rail pass, which makes the Half-Fare Card the most popular discount card in Switzerland. Now, SBB are offering their customers additional services in order to make these rail passes even more appealing both for existing and for new customers. In autumn this year, SBB are launching a new Half-Fare Card for 125 Swiss francs combined with a free Visa credit card.

About half the adults in Switzerland already own a Half-Fare rail pass. Therefore, this popular discount card enables to travel for half the fare practically throughout the whole public transport network. Based on its success, the Half-Fare Card product line is to be further expanded: in addition to the 1, 2 and 3-year rail passes, a Half-Fare Card on a subscription basis will be launched this coming autumn.

Free-of-charge credit card and Half-Fare Card in one

This offer is very attractive: the Half-Fare Card on a subscription basis costs 125 Swiss francs per year –25 Swiss francs less than the 1-year rail pass. And customers must no longer buy a new one each year, because their Half-Fare Card is also a Visa credit card to which the annual fee is charged. Furthermore, this integrated credit card costs nothing. That makes the new 2-in-1 Half-Fare Card double attractive: free of charge credit card and Half-Fare Card in one.

Those who do not require a credit card or are still underage, but want to take advantage of this convenient Half-Fare Card, can apply for a prepaid card. This is a fully-fledged Visa card that is however chargeable only up to the amount prepaid by the cardholder. By introducing a Half-Fare Card on a subscription basis, SBB reduces processing expenses – a cost saving that is passed on to the customers, only 125 Swiss francs per year. The new Half-Fare Card presents itself in an elegant SBB/Visa credit card look.

Jelmoli Bonus Card: the ideal partner for SBB

Jelmoli Bonus Card already issues credit and prepaid cards in the Swiss market, and per end of 2007 well over 300 000 Bonus Cards and Visa Bonus Cards were in circulation. Thanks to this accumulated expertise in the customer retention and credit card business, Jelmoli Bonus Card Ltd is an ideal partner for SBB to launch this new combined product.

The Jelmoli Bonus Card Ltd team of specialists takes responsibility for processing all credit card transactions in Switzerland and is being supported in this area by Valartis Bank Ltd. With this new partnership, Jelmoli Bonus Card Ltd will further strengthen its positioning in the Swiss credit card business.

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