NEWS RELEASE

CPI Card Group® Builds on CSR Initiatives with Global Charity Donations and Sustainable Brands® Membership

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CPI®Marks 50th Anniversary of Earth Day with 10+ Million Recovered Ocean-Bound Plastic Second Wave™ Cards Delivered through First Quarter 2020

LITTLETON, Colo.--(BUSINESS WIRE)-- **CPI Card Group** Inc. (OTCQX: PMTS, TSX: PMTS) ("CPI" or the "Company"), a payment technology company and leading provider of credit, debit and prepaid solutions, today highlighted recent steps to support and drive its corporate social responsibility, including contributions to local and global charities and coronavirus relief efforts. As part of its ongoing commitment to environmental stewardship, CPI® also continues to produce and deliver Second Wave™cards, made with recovered ocean-bound plastic, and has become a part of the **Sustainable Brands®**Corporate Membership Network.

Focusing on supporting local communities in which it operates, CPI made COVID-19 related monetary contributions to organizations in Colorado, Indiana, Minnesota, and Tennessee. Additional donations were made to a global organization supporting both stay-at-home support and isolation shelters in a community from which plastic is sourced for Second Wave™payment cards. This donation was possible through CPI's ongoing corporate contribution program, in which CPI allocates a portion of the proceeds from every Second Wave™ card sold to projects that benefit local sourcing communities. Additional global projects supported by this program include an initiative to help send children in the community to school and provide them with the materials and resources necessary to enable their education. CPI also contributed to an organization aimed at addressing environmental conditions in the source country.

As part of CPI's longer-term commitment to environmental stewardship, CPI continues to focus on the need to reduce first use plastic and reduce plastic waste from entering the environment. This focus inspired CPI to create Second Wave™, the first to market, EMV® compliant, dual interface capable, high quality payment card made with recovered ocean-bound plastic and certified by major payment brands. Through the first quarter of 2020, CPI has produced and delivered over 10 million Second Wave™ cards, diverting at least an estimated 10 tons of plastic from entering the ocean.

Additionally, CPI joined the Sustainable Brands Corporate Membership Network to expand CPI's sustainability network and knowledge sources. Sustainable Brands is a premier global community of brand innovators who are shaping the future of commerce worldwide. The Sustainable Brands Corporate Membership Network is a peer-to-peer community of leading and emerging brands, leveraging social and environmental innovation to create value for their business and build a new economy based on sustainable living.

"With Second Wave™, we hope to honor Earth Day and do our part as a responsible corporate citizen – while offering financial institutions and companies across various card industry segments a way to incorporate more environmentally-friendly solutions into their products," said Scott Scheirman, President and CEO of CPI Card Group . "We are excited to be a part of the Sustainable Brands community and look forward to extending the impact of Second Wave™ and our sustainability efforts even further by continuing to support meaningful causes."

"It's an honor to welcome CPI Card Group aboard as our newest member," said Darren Beck, vice president of the Corporate Member Network for Sustainable Brands. "Like others in this peer-to-peer network, CPI is committed to becoming a more sustainable brand—a brand that generates positive social and environmental innovation. Members support each other on that journey by regularly sharing best practices and collaborating to help shift the system in which we all operate today. CPI's leadership and unique insights are a wonderful addition to this community and will boost our collective impact."

To learn more about CPI's EMV® and dual interface capable Second Wave™ cards, click **here**.

About CPI Card Group®

CPI Card Group® is a payment technology company and leading provider of credit, debit and prepaid solutions delivered physically, digitally and on-demand. CPI helps our customers foster connections and build their brands through innovative and reliable solutions, including financial payment cards, personalization, and Software-as-a-Service (SaaS) instant issuance. CPI has more than 20 years of experience in the payments market and is a trusted partner to financial institutions and payments services providers. Serving customers from locations throughout the United States, CPI has a large network of high security facilities, each of which is registered as PCI compliant by one

or more of the payment brands: Visa, Mastercard®, American Express® and Discover®. Learn more at **www.cpicardgroup.com.**

EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.

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