NEWS RELEASE

CPI Card Group White Paper Provides Three Key Ingredients for a Successful Metal Card Program

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"Built to Shine: 3 Ingredients for a Differentiated Metal Card Program" Deconstructs How Financial Institutions Can Capitalize on the Growing Metal Card Market

LITTLETON, Colo.--(BUSINESS WIRE)-- **CPI Card Group** (Nasdaq: PMTS, TSX: PMTS) ("CPI" or the "Company"), a global leader in financial and EMV® chip card production and related services, today released "Built to Shine: 3 Ingredients for a Differentiated Metal Card Program," a white paper examining the rising popularity of metal cards in consumer markets and presenting key areas of focus for financial institutions to secure sustainable success for metal card programs.

The consumer credit card market has seen a considerable increase in demand for metal cards. As a result, issuers are creating new metal card programs or building on existing premium portfolios to capitalize on the trend. CPI estimates the U.S. target audience for metal cards is nearly 40 million-strong – a ripe opportunity for financial institutions to expand their high value cardholder-base. Given the cost difference of producing metal cards compared to plastic cards, it is critical that financial institutions incorporate elements into their programs that strengthen the promise of return-on-investment.

"Consumers will soon have a variety of choices in metal cards to add to their wallets. Being able to offer them a metal card that is different, distinct, and cost-effective will be key for issuers interested in a successful program," said Lane R. Dubin, Senior Vice President of Sales and Marketing, CPI Card Group. "Through this white paper, we hope to help financial institutions pave the road to a metal offering that uniquely reflects their brand and extends

versatile card design features and capabilities to their customers. The content captures the innovation we are enabling for the issuers we serve as the market for metal cards grows."

"Built to Shine: 3 Ingredients for a Differentiated Metal Card Program," deconstructs the components contributing to the favorable consumer perceptions of metal cards and explores the innovation behind the aesthetic elements to deliver a differentiated final product. CPI's Steel Hybrid Cards and Encased Tungsten Hybrid Cards, part of an expanding suite of unique metal card solutions, provide a new standard of customizability, personalization, plunk factor and functionality, equipping financial institutions with the tools to offer a premium metal card program.

To download "Built to Shine: 3 Ingredients for a Differentiated Metal Card Program," click **here**.

For more information about CPI Metals from CPI Card Group, click **here**.

About CPI Card Group

CPI Card Group is a leading provider in payment card production and related services, offering a single source for credit, debit and prepaid debit cards including EMV chip, personalization, instant issuance, fulfillment and mobile payment services. With more than 20 years of experience in the payments market and as a trusted partner to financial institutions, CPI's solid reputation of product consistency, quality and outstanding customer service supports our position as a leader in the market. Serving our customers from ten locations throughout the United States, Canada and the United Kingdom, we have the largest network of high security facilities in North America, each of which is certified by one or more of the payment brands: Visa, MasterCard, American Express, Discover and Interac in Canada. Learn more at **www.cpicardgroup.com**.

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