NEWS RELEASE

CPI Card Group White Paper Showcases the Advantages of Personalization Powered by Print-On-Demand Technology

1/10/2018

"Print-On-Demand: Dynamic Personalization for a Stronger Customer Experience" Illustrates the Business Value Offered by New CPI On-Demand

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 "Print-On-Demand: Dynamic Personalization for a Stronger Customer Experience," a white paper highlighting the competitive need for companies to provide more personalized customer experiences and how print-on-demand can allow them to do so effectively and cost-efficiently. The white paper follows the introduction of **CPI On-Demand**, the Company's next generation, digital, data-driven personalization solution that can accommodate a company's entire portfolio – providing dynamic, high-quality, quick-turn printing for cards, carriers and collateral.

Consumer interest in personalized messaging continues to grow – a **2015 Forrester report** found that 77 percent of consumers recommended or paid more for a brand providing personalized experiences or chose a company for those specific services. Financial institutions, prepaid program managers, retailers, healthcare providers and more, can capture a bespoke touch in cards and collateral through print-on-demand and provide a remarkable 1:1 customized communications experience. Beyond customer benefits, print-on-demand with CPI On-Demand affords newfound flexibility with inventory management and streamlines operational processes, providing cost savings and speed to market in days versus weeks.

“Companies can utilize print-on-demand to produce fully customized, high-quality, and timely communications to differentiate themselves and provide a superior consumer experience, all with zero inventory and a streamlined and efficient operational process,” said Jay Arbabha, CTO, CPI Card Group. “This white paper expands on the variety of ways print-on-demand solutions and CPI On-Demand can be leveraged to great result by companies across many industries.”

“Print-On-Demand: Dynamic Personalization for a Stronger Customer Experience,” highlights the myriad of personalization capabilities afforded by print-on-demand solutions, breaks down the operational benefits netted from the versatility of a digital platform, and reviews the added flexibility in design, order, and fulfillment. Additionally, it demonstrates how a print-on-demand solution affords companies the ability to test new campaigns on the fly and optimize results within weeks versus months. Through the online platform, organizations can evaluate digital proofs or hard copy versions, saving valuable time and resources. This combination of abilities can enable companies to rethink their boundaries – and excel in delivering customized consumer experiences while enjoying positive campaign results, incremental value and sales growth opportunities.

“We are bringing full value to our customers with CPI On-Demand, by delivering a best-in-class solution that can augment a client’s current program or support their entire portfolio. It’s also backed by our overall production strengths and manufacturing expertise, allowing companies to incorporate EMV and contactless functionalities into the cards they issue,” added Arbabha.

To download “Print-On-Demand: Dynamic Personalization for a Stronger Customer Experience,” click **here**.

For more information about CPI On-Demand 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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