NEWS RELEASE

CPI Card Group and Proxama Announce Strategic Relationship

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LONDON--(BUSINESS WIRE)-- Proxama PLC (AIM: PROX), the international digital and mobile commerce company specialising in end-to-end payment solutions for card issuers and processors, is delighted to announce a joint agreement with CPI Card Group (Nasdaq: PMTS, TSX: PNT), a global leader in financial and EMV chip card production and related services, to deliver innovative financial and payments products to CPI's growing North American customer base.

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, fulfilment and mobile payment services, with more than 20 years of experience in the payments market and as a trusted partner to financial institutions. CPI Card Group and Proxama will continue to offer and develop the most comprehensive financial solutions to meet payments and processing customer demand in Canada and the United States.

Patrick Regester, EVP Sales and Marketing for Proxama's Digital Payments Division commented: "We are excited to have established this collaboration with CPI Card Group for the hosting and promotion of our highly-regarded product suite in North America. This agreement will enable CPI to provide best-in-class payment solutions to their extensive customer base and to new clients, extending further the range of products and services that CPI is able to offer to the market."

Lane R. Dubin, Senior Vice President, Sales and Marketing at CPI Card Group added: "We see great potential in this agreement with Proxama to broaden our mobile and EMV-related services and offerings to meet the dynamic and

diverse needs of our customers. Our alliance with Proxama reflects our dedication to expand our domestic and global market presence and deliver best-in-class financial solutions."

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**.

About Proxama

Proxama is an international mobile commerce Company specialising in proximity marketing via mobile and providing end-to-end solutions for card issuers to migrate customers from magnetic stripe credit and debit cards to contactless mobile payments. Proxama's digital payments division supplies smart credit and debit cards solutions to card-issuing financial institutions and processors in the United States, Europe, Africa and the Middle East, and specialises in enabling the migration from magnetic stripe cards to chip cards, and from contactless chip cards to mobile devices. The product set behind this division is Proxama's Digital Enablement Platform, a comprehensive suite of card and mobile payment-enabling technologies.

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