NEWS RELEASE

CPI Card Group® and Visa Launch Payment Card Made With Up to 98 Percent Upcycled Plastic

6/16/2020

Companies Will Globally Promote and Market CPI®'s Earthwise™ High Content Card Through Exclusive Agreement

LITTLETON, Colo.--(BUSINESS WIRE)-- **CPI Card Group Inc.** (OTCQX: PMTS, TSX: PMTS) ("CPI" or the "Company"), a leading provider of credit, debit and prepaid solutions, and Visa (NYSE: V) today launched the Earthwise™ High Content Card. Made with up to 98 percent upcycled plastic, depending on design, the Earthwise™ High Content Card makes for a more sustainable payment card.

CPI created the Earthwise™ High Content Card, the first of its kind endorsed by Visa, to help reduce first-use plastic in payment cards and reduce plastic waste entering landfills. Through an exclusive agreement, the companies will initially provide all Visa-issuing financial institutions worldwide access to the Earthwise™ High Content Card, which is EMV® compliant and dual interface capable, enabling both contact and contactless payment.

"Visa is committed to advancing sustainability in everything we do, from the 100 percent renewable electricity that processes transactions in our data centers, to the sustainable card materials coming to cardholders' wallets," said Douglas Sabo, vice president and head of corporate responsibility and sustainability at Visa Inc. "Our collaboration with CPI signifies a further milestone in our efforts to drive our goal of inclusive growth with a commitment to protecting the environment. We're proud that this offering will ultimately benefit the entire payments industry and environment."

The Earthwise™ High Content Card will initially be Visa-branded. This is the first time Visa has proactively worked with a partner to develop a financial card made with more sustainable materials to meet increasing interest from

both issuers and consumers. A recent CPI Consumer Insights survey of debit and credit card users conducted by an independent research firm, found 73 percent of respondents indicated it is “important” that their financial institution is environmentally-conscious, and over 57 percent would be interested in a card made with recycled materials.

The Earthwise™ High Content Card is produced using rPETG – a type of upcycled plastic. “Upcycled” is defined as the act of taking something no longer in use and giving it a second life and new function. CPI used its manufacturing strength and innovation to achieve a payment card that combines post-industrial rPETG with the essential, non-plastic components, including the EMV chip, antenna and adhesives, to create a card containing up to 98 percent upcycled plastic, depending on the final card design for each particular issuer. The new card joins Earth Elements™, CPI’s portfolio of more eco-friendly payment cards, which includes **Second Wave™**, the first to market, EMV® compliant, dual interface capable, high quality payment card featuring a core made with recovered ocean-bound plastic.

“We applaud Visa’s commitment to sustainability and its first-to-market approach,” said Guy DiMaggio, SVP and General Manager, Secure Card Solutions, CPI Card Group. “Taking steps to protecting the Earth is an everyday priority for CPI. We hope our efforts continue to empower issuers and cardholders everywhere to help reduce the impact of plastic waste on our planet.”

To learn more about the Earthwise™ High Content Card, click **here**.

About Visa Inc.

Visa Inc. (NYSE: V) is the world’s leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company’s relentless focus on innovation is a catalyst for the rapid growth of digital commerce on any device for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce. For more information, visit **About Visa**, **visa.com/blog** and **@VisaNews**.

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.

View source version on **businesswire.com**: **https://www.businesswire.com/news/home/20200616005174/en/**

ICR Inc. for CPI Card Group
Sourav Das
203-682-8283
media@cpicardgroup.com

Source: CPI Card Group Inc.