NEWS RELEASE

New CPI Card Group®, Aite Research White Paper Explores the Role Issuers Play in Sustainability

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"Transitioning to a More Environmentally Friendly Card: Issuers Will Lead the Change" Presents Issuer Perspectives on Embracing Environmentally-Focused Card Materials

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, and Aite Group, a global research and advisory firm, today released a new white paper entitled "Transitioning to a More Environmentally Friendly Card: Issuers Will Lead the Change." The white paper discusses issuer trends towards environmentally-focused card materials, and offers comparisons of the most widely-used alternatives to virgin PVC.

The issue of plastic waste in the Earth's environment continues to demand awareness and action from people and businesses alike. Researchers found that in 2015, **over 8.3 billion tons of plastic has been produced**– with much of it having ended up in a landfill or the natural environment. In the new white paper, issuers interviewed by Aite acknowledge the growing environmental awareness of cardholders, with 80 percent of respondents believing that consumers are more environmentally conscious today than five years ago. Still, there is a great opportunity for increased collaboration around sustainability in financial services. The Aite interviews found there is opportunity for executives to work with their sustainability departments to create a symbiotic relationship – only a few have begun actively communicating with their executives.

"As issuers pursue their corporate sustainability goals, improving collaboration between executive leadership and sustainability groups will be essential for avoiding missed opportunities and furthering environmental support,"

said Guy DiMaggio, SVP and General Manager, Secure Card Solutions, CPI Card Group. “By producing this white paper with Aite, we hope to help financial institutions strengthen their efforts and consider how more environmentally-focused card materials can support their sustainability strategies.”

“Transitioning to a More Environmentally Friendly Card: Issuers Will Lead the Change” finds that multiple issuers are considering card products with reduced environmental impact, which may contribute to increased overall demand from cardholders for such offerings. Of the available environmentally-focused card materials, issuers especially favor recovered ocean plastic, according to the white paper.

Second Wave™, CPI’s EMV® and dual interface capable card that features a core made with recovered ocean-bound plastic, saw 10 million cards produced and delivered through Q1 2020. Second Wave™ is part of the Company’s Earth Elements™ line of payment cards, which aim to reduce first-use plastic and divert plastic waste from entering the environment. CPI hopes to offer a pathway for all card industry segments to address corporate sustainability commitments and align with a growing market of environmentally-conscious consumers.

To download “Transitioning to a More Environmentally Friendly Card: Issuers Will Lead the Change,” click **here**.

To learn more about Second Wave™, 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**.

About Aite Group

Aite Group is a global research and advisory firm delivering comprehensive, actionable advice on business, technology, and regulatory issues and their impact on the financial services industry. With expertise in banking, payments, insurance, wealth management, and the capital markets, we guide financial institutions, technology providers, and consulting firms worldwide. We partner with our clients, revealing their blind spots and delivering insights to make their businesses smarter and stronger. Visit us on the **web** and connect with us on **Twitter** and

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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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