

Asia

Fact Sheet

First Data Corp. (NYSE: FDC), a worldwide leader in electronic commerce and payment services, delivers a full portfolio of card issuing and merchant processing services in 36 countries on six continents. With approximately 29,000 employees worldwide, First Data has offices throughout Europe, Asia Pacific, Africa, Latin America and North America.

As one of the fastest growing regions globally, Asia holds significant growth potential as the payments industry continues to evolve throughout the region. From first entering the Asian market in 2002, First Data provides a variety of electronic payment and processing services to financial institutions and merchants in Asia. Our business and representation has grown significantly over the last couple of years, with major operations now in place in China, India, Singapore and Korea, First Data has approximately 400 employees across seven major offices that support its Asia business.

The Asia region is very important to First Data, as we works closely with local governments to assist in the expansion of electronic payment acceptance and to promote advanced payment technologies to financial institutions in developing economies. In fact, in 2002, the company's Shanghai data center was the first of its kind verified and licensed by the Chinese government to provide financial institutions with card issuing and outsourcing services. It also has service centers in Beijing, Shanghai, Seoul, Taipei and Singapore.

Core business within the Asia region

VisionPLUS[®]

VisionPLUS is a one-source global solution for all credit card, lending and related processing needs. It is the most advanced system of its kind, incorporating fraud prevention and extensive management reporting capabilities. VisionPLUS is highly versatile and can be tailored to specific operational needs supporting multi-product and multi-currency environments.

VisionPLUS is designed to help banks, finance companies, retailers, credit unions, telecommunication companies and utilities reduce their back-office costs.

First Data's VisionPLUS prominent client base includes financial institutions such as China's big four commercial banks, The Industrial and Commercial Bank of China and the Agricultural Bank of China, and Samsung Card Company, a complete financial services company based in Korea. In addition, JCB, an international credit card brand and the largest card issuer and acquirer in Japan, recently became a VisionPLUS client, GE, Ping An Insurance, Cetelem and Taiwan Hu Nan Bank. First Data supports JCB in its efforts to enable First Data's worldwide client base to issue and acquire JCB cards. Bank of Communications Hong Kong Branch also selected First Data's VisionPLUS solution and systems integration services to launch its credit card portfolio in Hong Kong.

Payment and Credit Card Services in Korea

First Data International advanced into the Korean market in November 2005 through the acquisition of Korean Mobile Payment Services (KMPS). Throughout Korea, First Data International offers credit card payment services to consumers, merchants and financial institutions providing:

- Value-added network services: We offer authorisation switching services between merchants and credit card companies in Korea.
- Mobile payment services: We offer the ability for merchants to accept payments via a mobile phone using radio frequency technology
- Cash receipt services: Provides consumers detail on cash transactions for reporting to the National Tax Service in Korea

Outline of commercial relationships

Credit card and merchant processing services

First Data's service agreement with China Everbright Bank is the first full bankcard outsourcing contract of its kind in China. First Data provides credit card processing services to the bank using the Vision*PLUS* software as the processing platform.

Though a multi-year agreement, First Data provides the Development Bank of Singapore (DBS) a managed credit card and merchant processing services.

Asia clients

- The Industrial and Commercial Bank of China
- China Unionpay
- China Everbright Bank
- The Agricultural Bank of China
- Bank of Communications Hong Kong Branch
- Ping An Insurance (Group)
- Cetelem
- Bank of China International
- Development Bank of Singapore
- Samsung
- GE
- Hua Nan Bank
- SK Corporation
- Pizza Hut Korea
- T.G.I. Friday's Korea

Key personnel

- Nigel Lee – President, Asia
- Grant Lines – Senior Vice President, South Asia Business Development
- Amrish Rau – Country Manager, India
- Bob Fisher – Chief Operating Officer, Asia
- Karen Carrington - Senior Vice President, Professional Services
- Peter Blackett – Vice President, ATM & EFT Services
- Feng Lin – Director of Client Service & Sales Support
- Hong Ren – Director Marketing, Asia
- Carol Yang – Director of Business Development, Taiwan/Hong Kong
- Joshua Lee – Vice President of Business Development, Korea
- TS Kim – Vice President, Korea

Regional history

- 1995** First Data enters China's payments market through its Western Union subsidiary.
- 2001** First Data enhanced its presence in Asia, with the acquisition of PaySys International, Inc., a leader in financial transaction processing software.
- 2002** First Data launches its products and services in Asia.
- 2002** Establishes a fully operational data centre in Shanghai.
- 2003** China's first bankcard outsourcing contract signed with China Everbright Bank.
- 2004** First Data signed Vision*PL.US* on-site service agreement with ICBC and assisted ICBC in launching its Amex Co-Brand product.
- 2004** First Data signed a product development agreement with JCB, an international credit card brand and the largest card issuer and acquirer in Japan.
- 2005** First Data signed a Vision*PLUS* license and services agreement with Bank of Communications Hong Kong Branch to launch its credit card portfolio in Hong Kong.
- 2005** 2005 First Data signed a Vision*PLUS* license and services agreement with PingAn Insurance (Group)
- 2005** First Data completes acquisition of Korean Mobile Payment Services further expanding its presence in Asia
- 2005** First Data gains foothold in South Asia with the signing of a multi-year agreement to manage credit card and merchant processing services for DBS Bank.
- 2005** First Data launches Singapore office to further extend its presence in Asia.
- 2006** First Data is incorporated and launches an office in India to support this dynamic market.
- 2006** First Data signed an outsourcing service agreement with Cetelem in China.
- 2006** Standard Chartered Bank and First Data form strategic alliance for merchant acquiring services throughout Asia.
- 2007** First Data and INICIS form partnership to offer global merchant acquiring in Korea.
- 2007** China Unionpay and First Data form a partnership to promote the worldwide expansion of CUP card acceptance.

Media contacts

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