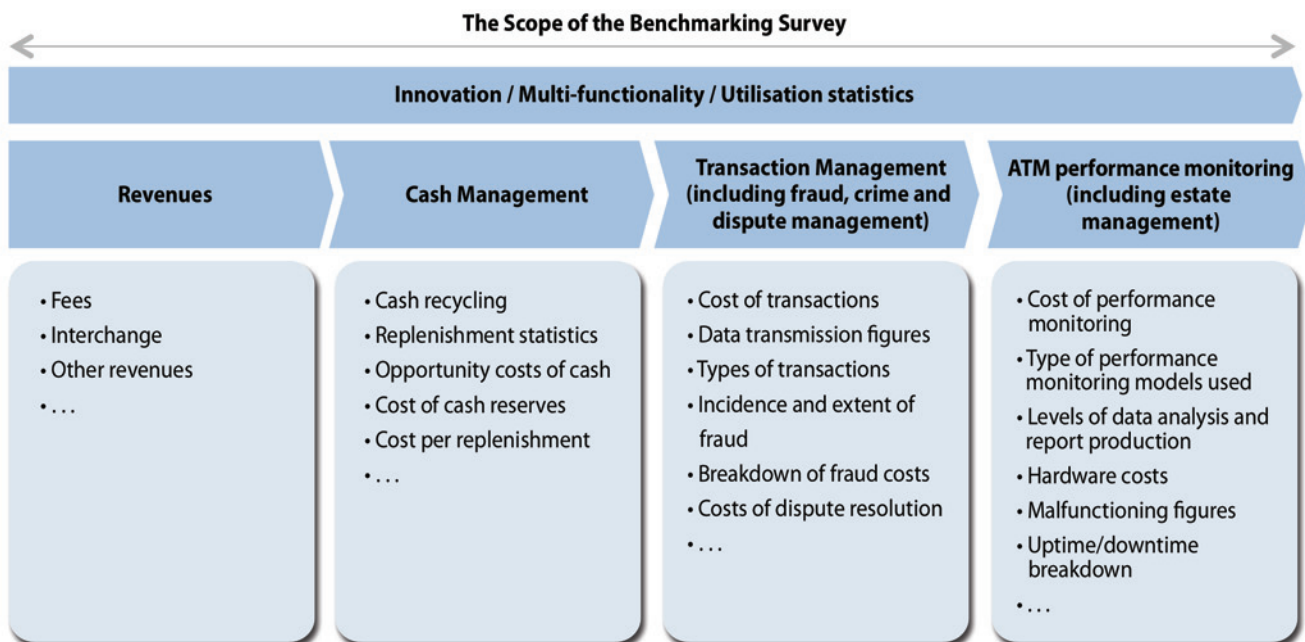




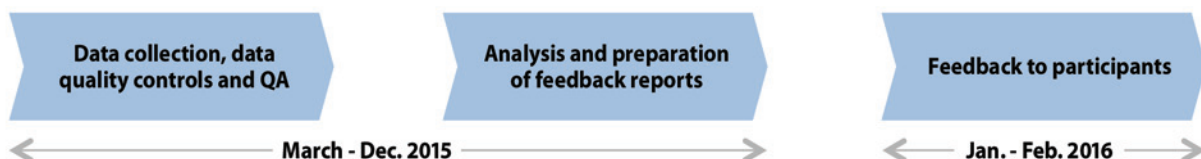
Global Benchmarking Survey for ATM Operators

The ATM Industry Association (ATMIA), working with Innovalue Management Advisors (Innovalue), is organizing the third round of its respected global ATM Benchmarking study. This exercise follows the successful two previous rounds of international benchmarking in 2011-12 and 2013-14. It will build on the strong initial uptake with over forty-six top tier ATM operators, both banks and independent deployers, participating. The study builds on the experience of the previous round and is designed to focus on critical areas of the ATM value chain showing significant variance in effectiveness, revenue and cost performance.

The 2015-16 ATM Benchmarking Survey will concentrate on the following areas of the ATM business and operations value chain, building on based on the 2014 datasets and metrics.



ATMIA's ATM Benchmarking Service – including data collection, quality checking of submitted data, Q&A and presentation of results – will be delivered over a six to eight month period in order to enable participation, maintain pace and momentum while enabling participants to fit in their data collection activities around their planned activities and business-as-usual management.



The benefits of ATMIA's Global Benchmarking Survey for ATM Operators are:

- compare key operational areas of ATM business against national, regional and global benchmarks and other relevant
- peer groups identify relative weak areas in my operations and establish possible costs savings to be achieved

Participation in the Benchmarking Study will open to ATMIA members globally at a discounted rate and to non-members for the full participation fee. All information collected is subject to strict confidentiality and the results of the ATMIA's ATM Benchmarking Study will be made available individually, in confidential feedback sessions, to participants.

If you are interested in participating in the Benchmarking Study, please complete this form and submit it to a member of the ATMIA team or send it to Mike Lee, CEO mike@atmia.com.

Your Contact Details

Company Name: _____ Job Title: _____

First Name: _____ Last Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Phone: _____ Mobile: _____

Email: _____ Website: _____

Please indicate your main company type: (please choose one)

- | | | |
|--|---|---|
| <input type="checkbox"/> Bank | <input type="checkbox"/> Service Provider | <input type="checkbox"/> Independent Deployer |
| <input type="checkbox"/> Cash Management | <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Security |
| <input type="checkbox"/> Network/Processor | <input type="checkbox"/> Leasing | <input type="checkbox"/> Card Issuer |
| <input type="checkbox"/> Refurbishment | <input type="checkbox"/> Maintenance | <input type="checkbox"/> Software Provider |
| <input type="checkbox"/> Other: _____ | | |

Or You May Contact Direct:

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Francesco Burelli, Partner, Innovalue: T: + 44 7887 813003 • E: francesco.burelli@innovalue.com



ATMIA is a global non-profit trade association with over 5,000 member contacts in 60 countries. Our mission is to promote ATM convenience, growth and usage worldwide, to protect the ATM industry's assets, interests, good name and public trust; and to provide education, best practices, political voice and networking opportunities for member organizations.



Founded in 2001, Innovalue Management Advisor is a leading strategic management advisory firm dedicated to the financial services industry. Innovalue's clients are global or national market leaders, regional specialists, innovators and entrepreneurs that have trusted Innovalue for over a decade as their preferred advisors.

In its three practices - Payments, Banking and Insurance - Innovalue has a distinctive industry know-how based on years of experience, deep and tested insights and established methodologies.

Clients include payments schemes, banks and technology providers to the financial services industry. Innovalue operates globally as a specialise payments advisory provider from its three offices in Hamburg, Frankfurt and London .