

CERTAINTY

Our primary aim is to deliver certainty to our customers. We do this by focusing on currency, security, authentication and identity. We invest in innovation to create products and solutions they can trust.

Certainty means our customers get the reassurance they want and expect from De La Rue.

AUTH



Combining a holographic foil and magnetic stripe for Discover Financial Services

Discover Financial Services

De La Rue Holographics' continuing commitment to innovation and partnership with its customers was central to the introduction of its patented new Optically Variable Magnetic Stripe (OVMS) technology, recently selected by Discover Financial Services, one of the US's leading card issuers.

OVMS combines a holographic foil and a magnetic stripe into a single product for use on financial cards, giving high visual impact while ensuring compliance with the relevant ISO standards.

The new product has given Discover the opportunity to create a strong vibrant design to differentiate its brand, while offering integrated security to protect against counterfeit and fraud. High standards of security in the manufacturing and shipping process ensure full accountability and traceability across the supply chain.

Significant capital investment has been made in custom built technology at the Basingstoke facility to support the volume production of secure OVMS product. The magnetic stripe element of production is undertaken by Holographics' coating partner in France who has worked with De La Rue's experts in a combined research and development project on this technically complex and challenging product.


ENTICITY

Meeting the demands of Christmas for the Royal Mail

Royal Mail

For the UK's Royal Mail postal service, Christmas is the busiest time of the year with an estimated 2bn items, of which 750m are Christmas cards, delivered to homes and businesses.

De La Rue Security Print, together with the Royal Mail's primary print contractor, St Ives, performed an essential part of the service by providing the high volume of postage stamps to meet peak demand. Each range of special Christmas stamps is eagerly anticipated by the public and the 2008 range featured theatrical characters from pantomime alongside more traditional religious images, each produced specially for the peak Christmas period. De La Rue rose to the unique set of challenges posed by the critical Christmas special edition and achieved 100 per cent delivery on time and in full.



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PABILITY





IDE

A major first world identity systems solution for Malta

Malta National Identity Management

De La Rue Identity Systems is supplying the Maltese government with leading edge identity management services.

Having first produced passports for Malta in 1997 and the country's driving licences since 2001, De La Rue is now working on the island's new ePassport solution. The ePassport is an integral part of the National Identity Management System (NIDMS), a government initiative to consolidate a number of identity databases into a single national identity system.

De La Rue will also be supplying Border Control and PKI (Public Key Infrastructure) solutions, with eID systems to follow. A 'Strategic Partnership Initiatives Scheme' between De La Rue and the Maltese government, providing long terms benefits to both parties through education programmes, R&D support and social initiatives has also been agreed as part of the contract.

Amongst the many security features included in the ePassport is one of the first uses anywhere in the world of SHIELD™, De La Rue's latest high security holographic data page protection solution.

SHIELD™ is a trademark of De La Rue International Limited.

NTITY



A fast and secure licence for New York

New York State Driver License

De La Rue Identity Systems is at the forefront of identity management solutions as shown by the delivery of the new Western Hemisphere Travel Initiative (WHTI) compliant Enhanced Driver License (EDL) for New York State.

The EDL incorporates a radio frequency identification tag and antenna and is being supplied alongside the existing 'standard' driver licence with combined volumes of around 5m documents per year.

Both licence types are security pre-printed front and back and include a combination of advanced anti-counterfeit technologies to ensure they are amongst the most secure licence documents currently available.

The latest image capturing and processing technology is installed at over 120 New York State Department of Motor Vehicles' offices, and uses De La Rue's MIDIS™ (Multiple Identification Document Issuing System) technology to manage the entire document production process.

The EDL can be used in place of a US machine-readable travel document as specified by the WHTI programme, for travel by land or sea to Canada, Mexico, certain parts of the Caribbean and Bermuda.

The contract is one of the top three in terms of issuing volumes in the USA.

MIDIS™ is a trademark of De La Rue International Limited.

SECURITY





Driving efficiencies for Russia's Central Bank

Central Bank of the Russian Federation Cash Processing Solutions' (CPS) focus on exceeding the needs of its customers has led to the Central Bank of the Russian Federation (CBRF) seeing a 300 per cent improvement in productivity.

The CBRF approached CPS with a brief to improve business processes, reduce the number of ineffective cash centres and improve productivity. To achieve these goals, CPS's business consultants recommended that the CBRF:

- introduce a range of mid-speed sorters robust enough to give continuous throughput
- utilise De La Rue's patented Automated Commercial Deposit Processing system, (ACDP), to allow customer deposits to be continuously processed in a single pass

- install Enterprise Cash Management ISA Essence software stations in each cash centre to automate the deposit process and generate useful management reports
- rationalise the role of cash centre operators using De La Rue experience and consultancy

A trial was held at the CBRF's Voronezh cash centre and showed a dramatic productivity improvement of 300 per cent. Following on from this success, a similar solution was rolled out to 29 cash centres across the country.

DUCTIVITY

The most automated cash system in the Middle East

Transguard

Cash Processing Solutions' (CPS) innovative approach was critical to delivering the most automated cash centre in the Middle East for the Transguard Group, the region's largest cash management operation.

To achieve such an ambitious target within a challenging timescale, CPS worked in partnership with the customer to deliver the optimal layout of the cash centre to reduce the physical movement of cash; to reduce the number of possible cash touch points; to supply the most effective cash processing hardware and develop software to link all cash centre activity with the creation of effective management reports.

By working with CPS to install software designed to consolidate all business critical information, Transguard achieved improved productivity rates of 20 per cent. By using De La Rue's high speed and mid speed hardware combined with Business Intelligence™ software, Transguard was able to meet its initial objectives while also achieving the following improvements over 12 months:

- increase in ATMs serviced = 126 per cent
- increase in notes processed = 71 per cent
- increase in revenue base = 55 per cent
- increase in notes processed by end of 2008 of 250 per cent

Business Intelligence™ is a trademark of De La Rue International Limited.

SIMPLICITY







Award winning banknote designs



Innovation in banknote design is what customers of De La Rue expect as standard and the design skills of De La Rue Currency have been rightly recognised with three international awards.

A new Bolivar banknote family for Venezuela was awarded the 'Best New Banknote' award by the International Association of Currency Affairs.

The family, designed by the Central Bank of Venezuela, in close collaboration with De La Rue, boasts striking designs using vibrant colours with a vertical design on one side of the note and horizontal on the other. The notes also include a number of sophisticated security features including StarChrome® colour-changing security thread.

The theme of the new banknote family is heroes from Venezuela's past, with a historical figure linked with a state in the country appearing on each denomination. The reverse of the notes features images of endangered animal and plant species.

De La Rue Currency succeeded in delivering the new family of banknotes from concept to circulation in less than nine months.

The Bank of Scotland's new £50 note, designed by De La Rue, won the first of two successive awards for 'Banknote of the Year' from the International Bank Note Society (IBNS). The judges were impressed with its 'artistic and technical excellence, its unusual and innovative design and its superior production'.

The Central Bank of Samoa was pleased with the recognition received, praising close collaboration with De La Rue, when their 20 Tala banknote won the 2009 IBNS 'Banknote of the Year' award. This is part of a new family from De La Rue, noted for the creative blend of state-of-the-art security features and design elements.

StarChrome® is a registered trademark of De La Rue International Limited.

Award winning, proven banknote security features

Secure banknotes start with effective security features, based on energetic innovation, and De La Rue Currency is leading the way with two proven features – StarChrome® and Optiks™.

StarChrome® is a colour-changing security thread which won the prestigious 'Queen's Award for Industry: Innovation' in 2007 and has achieved high market penetration, currently appearing in more than 60 denominations across 25 currencies. As an innovation platform, it has spawned additional security threads – for example StarChrome® Colour, which builds on the success of this popular and effective feature.

Optiks™, a wide security thread incorporated into the paper in such a way as to give a distinctive see-through aperture, is now included on seven currency families across the world, from the Middle East to Oceania with a number of other customers planning to include it in their future designs.

StarChrome® is a registered trademark of De La Rue International Limited.

Optiks™ is a trademark of De La Rue International Limited.

INGENUITY

