



De La Rue is not just an industry leader. For over 200 years it has defined the industries it leads, providing governments and organisations with the secure products and services that enable countries to trade, companies to sell, economies to grow and people to move securely around an ever-more connected world

Market

De La Rue is a global business, with customers in over 140 markets, seven manufacturing locations across four continents and products and services in use in every single country around the world.

A trusted partner of governments, central banks and commercial organisations. De La Rue delivers products and services that underpin the integrity of trade, personal identity and the movement of goods. It does this in the form of banknotes, passports and secure product identifiers.

Security is at the heart of De La Rue's work, constantly developing better tools, techniques and solutions to defend against the threat that counterfeit poses to society. De La Rue operates in three key markets; Currency – a sector growing at around 4-5% per annum and fundamental to financial inclusion, in which De La Rue is the recognised commercial market leader; Identity – in a world where more than 5,700 people board an international flight every 60 seconds, De La Rue is the largest commercial passport printer globally; Product authentication and traceability – with the world's global counterfeit industry worth an estimated US \$1.7tn, equivalent to the 10th largest economy in the world by GDP – De La Rue is gaining an increasingly strong foothold, supporting both governments and brands alike.

Product

De La Rue doesn't just supply currency, passports and labels, it provides complete solutions which help countries trade, companies sell, economies grow, and people move securely around an ever-more connected world.

Its integrated banknote solutions provide central banks with control over the design, production, circulation and management of both paper and polymer banknotes, with DLR Analytics™ providing an in-depth understanding of how cash moves around a nation's economy.

De La Rue delivers passports and national identity services, eGovernment and complete identity data management solutions, tailored to each country's specific needs and individual requirements.

DE LA RUE EXPORTS TO OVER 140 COUNTRIES ACROSS THE GLOBE

De La Rue creates and delivers bespoke authentication and traceability solutions that support government revenue collection programmes. From secure physical identifiers in the form of tax stamps and product authentication labels to digital software solutions. It also provides solutions to commercial organisations that help to both enhance and protect their brands from counterfeit and illicit trade, securing revenues and safeguarding reputations.



All of these solutions are underpinned by design excellence and a sophisticated layering of security features; an integrated approach, unrivalled technical know-how and an absolute attention to detail, guiding and collaborating with its customers every step of the way.

De La Rue's list of customers includes the Bank of England, Government of Kenya, Microsoft, HSBC, FIFA, South African Reserve Bank, Brother Industries, Bahamas, Diageo, State of Qatar's Ministries of Interior and Foreign Affairs, Bank of Mauritius, Sveriges Riksbank and Note Printing Australia.

Achievements

De La Rue is a responsible business, working to the highest of ethical standards and standing firm in its fight against counterfeit and fraud. Signatories to the UNGC and a strict internal Code of Business Principles ensures its contribution to a safer, more secure and sustainable future. Alongside this, an unrivalled commitment to innovation, ensures that it remains at the forefront of new developments in the delivery of security, integrity and trust.

De La Rue is honoured to be recognised for its many achievements. In recent years, the business has won 14 industry design awards, the Queen's Award for innovation on four separate occasions, two Central Banking Innovation awards for its DLR Analytics™ software platform, Currency Services Provider of the Year and most recently, De La Rue has also been awarded Superbrands status.

De La Rue has a strong and long-standing relationship with the UK Government, Foreign Office and the Department of International Trade and is also an official partner of their GREAT Britain campaign under the 'Innovation is GREAT' banner. Through a unique collaborative activity in 2017 between De La Rue, GREAT and Disney, just 1,000 limited edition StarWars: The Last Jedi commemorative banknotes were produced and auctioned off to raise almost £186,000 for the children's charity, Together for



Brand History

- 1813** Thomas de la Rue launches his first commercial venture, the newspaper Le Miroir Politique in Guernsey.
- 1851** De La Rue exhibits 289 items at the Great Exhibition at Crystal Palace, London.
- 1860** De La Rue prints its first banknotes for the Government of Mauritius.
- 1898** The family partnership structure changes to a private company.
- 1914** The UK Government commissions De La Rue to print 10 shilling notes on the outbreak of war.
- 1967** De La Rue jointly develops and installs the world's first ATM at Barclay's Bank in Enfield, London.
- 1993** As part of the Camelot Group plc consortium, De La Rue wins the license to operate the UK National Lottery.
- 2007** De La Rue win The Queen's Award for Innovation for its StarChrome® banknote thread feature.
- 2016** The Sir Winston Churchill £5 note, the first polymer banknote in the UK, is issued into circulation by the Bank of England.
- 2019** De La Rue is named Currency Services Provider of the Year award winners by Central Banking.

Short Lives. The campaign itself was also awarded a silver Clio Award for advertising in the international entertainment category for partnerships and collaborations.

Recent Developments

An inherent culture of innovation and integrity drives the organisation forwards and through the products and services it launches, ensures it always stays one step ahead of the counterfeiter.

De La Rue's polymer solution Safeguard® – the next generation banknote substrate – has helped it to win 57% of all paper banknote conversions with 31 new polymer denominations. De La Rue is number two in the polymer currency market and the only vertically integrated polymer banknote solution in the world.

DLR Analytics™, a sophisticated cloud-based software platform delivering data driven insights into cash cycle management has over 40% of the world's central banks signed up to its service.

De La Rue has achieved significant growth in the tax stamp market and is looking to double the size of this business over the next three years through the delivery and implementation of integrated physical, digital and service contracts.

De La Rue is the world leader in holographic origination and recently launched Pure Image™ using the latest new digital techniques to deliver its brightest, most crisp hologram ever.

Promotion

De La Rue's marketing strategies are centred around maintaining and enhancing its reputation globally. Key messages focus on: global reach, deep partnerships with its customers, responsible and ethical practices, design excellence and a heritage of innovation; all of which are underpinned by video and online content. De La Rue uses thought leadership on the key issues that are affecting its customers and has successfully introduced a 200-year-old business to the rewards of digital marketing and social media.

Brand Values

The De La Rue brand is widely acknowledged as being one of its greatest assets. Its brand purpose – to enable everyone to participate securely in the global economy – is at the heart of everything it does. De La Rue achieves this by providing the tools and foundations needed to create trust in society and its institutions – supporting everything from financial inclusion through to secure free movement of people and goods.

As an organisation, the brand values are kept top of mind, with a thorough understanding of how this translates for for De La Rue's customers; 'Drive Change & Innovate' – leading the way; 'Act with Integrity' – doing business ethically; 'Take Responsibility' – being accountable; 'Excel In What We Do' – delivering on promises; and 'Work Together' – Building long term partnerships.

