



Press Release

Paris, June 4, 2014

Ingenico unveils its new Corporate positioning to support its leadership in seamless payment

Ingenico becomes Ingenico Group

New brand promise and visual identity

Ingenico (Euronext: FR0000125346-ING), global leader in seamless payment, today announces its rebranding and the launch of its new visual identity.

In order to reflect its evolution, from a payment terminals provider to a seamless payment services provider, Ingenico will now operate under the new dedicated corporate brand name "Ingenico Group". This new positioning is encapsulated in the Group's new tagline : "global leader in seamless payment", which demonstrates Ingenico Group's brand promise to provide smart, trusted and secure solutions whatever the channel, empowering in-store, on-line and mobile commerce.

In addition, the logo has been redesigned to convey global brand stature and express visually the end to end value proposition whatever the channel to market.

Philippe Lazare, CEO of Ingenico, stated: « *The Group's rapid growth/evolution over the past few years has resulted in a fragmented brand architecture. With this new positioning, Ingenico Group intends to streamline and simplify its brand, reinforce its consistency across all geographies, as well as to guide its stakeholders in a fast evolving ecosystem. We also wanted to rejuvenate our visual identity to reflect our new positioning as the global leader in seamless payment encompassing our offering from terminals to multi-channel services.* »

The Ingenico Group will now host three commercial brands:



Operating the widest range of terminals, and connected to more than 1,000 acquirers and banks, the Group's smart terminals enable merchants to accept more than 250 payment methods whilst enhancing consumer experience.




Ingenico Payment Services turns complex financial transactions into seamless payment solutions. We leverage on historical position in Europe to set the ground for a global offer.



The global reference in mobile acceptance today operates in 14 countries, serving 100,000 connected merchants and accounting for 70% of white label mobile solutions in the USA.

The new visual identity, which has been designed by Unlimi-ted, has been rolled-out today and is visible on group.ingenico.com.

About Ingenico Group

Ingenico Group (Euronext: FR0000125346 - ING) is the global leader in seamless payment, providing smart, trusted and secure solutions to empower commerce across all channels, in-store, online and mobile. With the world's largest payment acceptance network, we deliver secure payment solutions with a local, national and international scope. We are the trusted world-class partner for financial institutions and retailers, from small merchants to several of the world's best known global brands. Our solutions enable merchants to simplify payment and deliver their brand promise. Learn more at www.ingenico.com  twitter.com/ingenico

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