



Press Release

Introducing EasyBranch: A New TAS Group Venture Driving Branch Transformation

The Future of Branch Transformation is here, now!

London, UK (14 June 2016) – **EasyBranch**, a TAS Group venture, was launched today at ATMA's European ATMs 2016 conference. The new venture incorporates leading ATM and innovative Retail Market oriented software for the new generation of branch banking.

In mature markets such as the United States and Western Europe, the number of physical branches is contracting as banks close outlets to cut costs and accommodate changing customer behavior. Once the strongest connection with customers, branches now strive to be more cost effectively in a world where technological innovation is changing the game by creating new competitors and a wider array of options for customers.

To this challenging scenario, **TAS Group is adding new investments** to their existing 30+ years of technical and professional leadership in the Italian ATM channel management market, **creating a new division fully dedicated to support Bank Branch Transformation projects**. To lead this venture the company has hired **Danilo Rivalta**, who brings extensive experience in the IT sector from his executive management roles in international sales organizations and the multi-channel payment industry, including VP of Southern and Central Europe at Diebold, General Manager of Western Europe at Euronet Worldwide, and VP of International Sales at Bassilichi Group.

The **EasyBranch** brand is a comprehensive SW suite focused on creating viable and flexible solutions for banks while increasing their customers' loyalty as well as their appeal to new customer segments through improved experience. The modular, Java-based software suite includes solutions for **EasyClient** ATM management, **EasyControl** back and middle office management and **EasyKiosk** providing retail shopping cashback options to customers.

Transformative capabilities include centralized bank helpdesks that are accessible on each ATM to better assist customers while reducing bank overhead. Customers can also receive identification authorizing from remote customer service. The new generation of ATMs with the **EasyBranch** solution are also ready to provide a host of value add services like bill pay, prepaid cards instant issuance and top ups, scanning, and printing of full statements. Plus, several other innovative services are in development now.

“Deploying an efficient software platform is extremely important to enhance operational performance and improve time-to-market in the integration of new devices and functions,” said Danilo Rivalta, Executive Vice President of EasyBranch. “Successful pilot programs have already gone live with select customers in southern Europe. The EasyBranch offering, together with TAS Group's vast domain competence, will convey true innovation in the ATM market delivering comprehensive coverage across the multichannel value chain.”

About TAS Group

TAS Group is an award winning fintech provider delivering software solutions for electronic money, payment systems, capital markets and ERP. Our offices span 7 countries but our secure solutions manage financial transactions worldwide. We strive to simplify the way private enterprise, public sector, commercial and central banks interact with their customers, stakeholders and technology systems. Our highly experienced team of business analysts and software engineers are focused on rethinking, reimagining and revolutionizing commercial business processes for digital and mobile integration.

Trusted by European Central Banks to manage millions of financial messages each day, our 30-year reputation in the market and outstanding SWIFT expertise has made us an internationally preferred partner in the financial industry. Our securities software is leading the way for Target2-Securities regulations in Europe while our best in class platforms for card issuing and acquiring channel management are helping PSPs to compete in today's fast changing market landscape at the forefront of the digital revolution.

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