

MuttENZ, January 25, 2013

**Media release - Medienmitteilung - Communiqué de presse**

**Valora reports flying start for the new ok.- prepaid MasterCard**

**At the end of 2012, Valora Retail and Cornèrcard jointly launched the ok.- prepaid MasterCard. These cards added an innovative new service to those already on offer at Valora's k kiosk and Press & Books outlets. The success the cards have achieved since their launch clearly demonstrates that they meet a genuine customer need. Valora and its Cornèrcard and MasterCard partners are delighted with the results generated so far.**

On December 10, 2012, Valora and Cornèrcard jointly launched the new ok.- prepaid MasterCard at all k kiosk and Press & Books outlets in Switzerland. Since then, the new service has enjoyed a high degree of popularity, surpassing the expectations placed in it by Valora, Cornèrcard and MasterCard. In a very short time, these new prepaid MasterCards, available exclusively at Valora's nationwide k kiosk and Press & Books outlets, have been successfully and profitably introduced throughout Switzerland.

The ok.- prepaid MasterCard is the first card of its kind which can be purchased and loaded at a retail outlet. Once they have been registered online at [www.okpunktstrich.ch](http://www.okpunktstrich.ch), these prepaid MasterCards are activated and can be used immediately. A maximum of CHF 2,500 can be loaded onto each card annually. In addition to offering the usual cashless payment functions, the new cards can also be used for contactless payments over short distances.

In launching the ok.- prepaid MasterCard, Valora has succeeded in adding an attractive new item to its popular ok.- product range, thus providing all k kiosk and Press & Books outlets in Switzerland with an additional innovative product to offer their customers.

For further information on the ok.- prepaid MasterCard, please visit:

[www.valora.com](http://www.valora.com)  
[www.okpunktstrich.ch](http://www.okpunktstrich.ch)  
[www.facebook.com/okPunktStrich](https://www.facebook.com/okPunktStrich)  
[www.twitter.com/ValoraGroup](https://www.twitter.com/ValoraGroup)  
[www.twitter.com/okPunktStrich](https://www.twitter.com/okPunktStrich)

**Please address any further questions on the above to:**

Stefania Misteli  
Phone: +41 (0)61 467 36 31  
[stefania.misteli@valora.com](mailto:stefania.misteli@valora.com)  
[twitter.com/ValoraGroup](https://www.twitter.com/ValoraGroup)

## Valora

- Valora is an economically robust, independent consumer-goods trading company operating on a Europe-wide scale ([www.valora.com](http://www.valora.com)).
- Valora operates in three business areas, all solely devoted to meeting the needs of consumer markets with significant sales potential. There is a clear emphasis on European markets where modern, mobile lifestyles have become widespread.

### Valora Retail

A market leader in small-outlet and micro-outlet convenience retail, operating a range of standardised shop formats at heavily frequented locations.

### Valora Services

A market leader in the distribution of press products to Valora-operated and third-party retail outlets, with additional activities in press and retail product wholesaling.

### Valora Trade

An exclusive distributor of food and non-food consumer goods to the retail sector.

## Valora Retail

- Valora Retail operates over 3,000 kiosks, convenience stores and gastronomy outlets in Switzerland, Germany, Luxembourg and Austria ([www.valoraretail.com](http://www.valoraretail.com)).
- Valora Retail Switzerland operates the following retail formats:
  - over 900 kiosk shops ([www.kkiosk.ch](http://www.kkiosk.ch))
  - over 100 avec. convenience stores ([www.avec.ch](http://www.avec.ch))
  - 25 Press & Books outlets ([www.pressbooks.ch](http://www.pressbooks.ch))
  - 39 gastronomy units ([www.caffe-spettacolo.ch](http://www.caffe-spettacolo.ch))
  - 35 Brezelkönig fresh pretzel take-away outlets ([www.brezelkoenig.ch](http://www.brezelkoenig.ch))

## ok.-

- Valora's ok.- line has been providing customers with a range of products and services that make every day special since 2009 ([www.okpunktstrich.ch](http://www.okpunktstrich.ch)). Probably the brand's best-known products are its ok.- energy drinks.

## Cornèrcard / Cornèr Bank

- Founded in Lugano in 1952, Cornèr Bank is a private and independent Swiss banking institution. First in Switzerland to launch the Visa credit card in 1975, Cornèr Bank became a major player in shaping the Swiss credit and prepaid card industry through on-going innovation. In addition to Visa, Cornèr Bank integrated the MasterCard credit card in its portfolio in 1998. Today, Cornèr Bank is also recognized as a pioneer in the Internet area. It was one of Europe's first banks to introduce the standards of Secure E-Commerce and has continued to strive for the further development of credit and prepaid card services in the areas of e-commerce and mobile commerce.

For additional information: [www.cornercard.ch](http://www.cornercard.ch)