

Muttenz, 10.12.2012

Media release – Medienmitteilung - Communiqué de presse

Valora and Cornèrcard launch ok.- prepaid MasterCard

Valora, in conjunction with Cornèrcard, is launching a new ok.- prepaid MasterCard. This represents a further extension to the range of services available to customers at Valora's k kiosk and Press & Books outlets. The ok.- prepaid MasterCard provides Valora customers with a secure, simple and efficient means of shopping. Up to CHF 2,500 per year can be loaded on to each card.

Prepaid means paid in advance

The prepaid concept widely used for mobile phones also applies to the ok.- prepaid MasterCard jointly operated by Valora and Cornèrcard. Before the card is first used an initial amount needs to be loaded onto it. Customers can do this at any of the 1,000-odd k kiosk and Press & Books outlets Valora operates in Switzerland. The maximum amount which can be loaded on to a single card is limited to CHF 2,500 per year.

Three easy steps to getting an ok.- prepaid MasterCard

The process is simple - buy an ok.- prepaid MasterCard at any k kiosk or Press & Books outlet, load an amount onto it straight away and then register the new card online. No charges are levied for the first card loading.

The key advantages of the ok.- prepaid MasterCard

With an ok.- prepaid MasterCard, customers can pay for their purchases easily cashless. Individual cardholders can determine for themselves how much they want to load onto their cards. The process of getting a new card has been designed to be as simple as possible. When buying a card, customers do not even need to fill in a form, thus saving themselves valuable time.

Initial issue to over-18s only, but available for use by younger customers

Anyone aged 14 or older is entitled to make cashless purchases using an ok.- prepaid MasterCard. Young people aged 14 or above can also load additional amounts onto these cards. The initial purchase and activation of each card must however be carried out by an adult – i.e. someone aged 18 or older.

Good quality at a good price always ok

The ok.- brand is owned by Valora. Valora uses the ok.- brand to market a range of useful products and services that help to make every day special. While ok.- energy drinks are probably the best-known ok.- product line, the brand has already been an established provider of services for some years now, through its ok.- mobile phone offering.

For additional information, go to:

www.valora.com

www.okpunktstrich.ch

www.facebook.com/okPunktStrich

www.twitter.com/ValoraGroup

www.twitter.com/okPunktStrich

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Valora

- Valora is an economically robust, independent consumer-goods trading company operating on a Europe-wide scale (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).
- Valora Retail Switzerland operates the following retail formats:
 - over 900 k kiosk shops (www.kkiosk.ch)
 - over 100 avec. convenience stores (www.avec.ch)
 - 25 Press & Books outlets (www.pressbooks.ch)
 - 39 gastronomy outlets (www.caffe-spettacolo.ch)
 - 35 Brezelkönig fresh pretzel take-away outlets (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). 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