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OUR VISION FOR FORWARD-LOOKING IT-SOLUTIONS

EDITION 01 | 2014
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Dear Partner,

After a rather hectic but productive first quarter, it's now time for us to release our first Regional Newsletter, even if it comes a little later than promised.

Behind, we left our memorable First Regional Partner Summit in Dubai, another big successful Wincor World and three months of healthy Partner business growth; Quite an achievement for a brave business community that is winning every day in a very challenging territory.

I was very happy to find you all two weeks ago in Germany and feel our common enthusiasm by looking at the wide range of opportunities for the future presented at the Wincor World exhibition.

In this first edition, you will find reports on both events and also some exciting strategic developments for our business.

We intend this newsletter to be a live tool of communication inside our business community and I would strongly invite you to participate and add value with your comments and suggestions.

My best regards.

Paulo GOMES

President

Portugal, Middle-East & Africa



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Regional Partner Summit – Dubai 2013

Dear Partner,

First of all, I would like to thank those of you who joined us in our First PMEA Regional Partner Summit in Dubai. Thanks to you, and to your effective contribution, this event was a real starting point for building a strong and motivated business community.

During this event we were able to share a variety of activities, ranging from serious business topics –through the presentations that some of our Partners accepted kindly to share with us, or the ones performed by our Wincor Executives – to completely relaxing and socializing activities in the Dubai Marina or Desert!

Since great achievements deserve great rewards, we celebrated together during our Gala dinner & Awards ceremony the best achievers. In this ceremony, we awarded the 6 best salesmen in each of the 6 sub-regions of PMEA and also the 4 best Partners that won in the following categories:

- Best Absolute Achievement: CWG - Nigeria
- Best Target Achievement: Gijima - Namibia
- Best Market Achievement: SSTM - Mauritania
- Best Breakthrough Achievement: CNS - UAE

We have witnessed the bounding of a strong team spirit that we hope will grow stronger through a prosperous collaboration within



the Wincor Nixdorf PMEA business community. Thank you again for making this Summit an event to remember! ■

Meryem HABIBI

Regional Marketing & Communication
Manager
Portugal, Middle-East & Africa

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Partners' Testimonials

"To begin with let me take this opportunity to once again thank you for the warmth, hospitality and the manner in which the Partner Summit 2013 was organized in Dubai.

I am of the opinion that such summits are necessary and we need this to be held every year, giving partners the forum and the opportunity to interact with each other sharing experiences and unique projects that we have delivered in our respective regions. Such forums also give us the opportunity to listen to what Wincor has planned for the region and what Wincor's expectations are from us as partners, this is in addition to the targets that are given to us.



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This Wincor Partner Summit 2013 was a first time for me and I look forward to attend more summits in the coming years. The recognition by Wincor and the award presented was an emotional moment and made me proud of being a part of the Wincor partner family. Once again I would like to take this opportunity to thank my Managing Director Mr. Gautam Nair for believing in me and giving me the platform to achieve what I have and also my partner manager Mr. Marcelo Hermida for his continued support at all times.

The Partner Summit 2013 was so impressive that it is really difficult for me to single out a particular event. In it all, the most interesting part of the Event for me was the presentation sessions on the new partner portal and those of Mr. Paulo Gomes.

My expectations are to continue to have these summits every year with more partners sharing their unique experiences and that we choose a venue in Africa for the next Partner Summit.

Finally, I would like to add that we have in our region customers that have a 100% Wincor ATM estate and have been consistently buying Wincor products and they need to be recognized. In Wincor Presentations, we see mentions to customers who are mostly from Europe but none from our region, customers like Equity Bank who have remained a Wincor product estate for over 8 years now and innovate around the Wincor stack is never mentioned unless the partner does so. I am sure there are many such customers in the region who have been hardcore Wincor followers who need mention when the principle (Wincor Nixdorf) talks of its customer base and project successes.” ■

Simon JOHN

Business Development Manager –
Financial Services
TA, Kenya

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“In my opinion, the event was very successful as one of the few events that I will remember compared to other Wincor Nixdorf previous events; Yet, I had a very positive feeling during and after the event.

My expectations were not too positive based on previous events where we agreed to move lots of actions to real world as outcomes but honestly this time was completely deferent and much real concerning Wincor Nixdorf and Partners presentations and shared informations as well.

The most interesting part for me, was two things, first the social event as It happened in a very friendly style and second, Paulo Gomes presentation about changes around our business concerning the Arab Spring momentum and revolutions.

I would suggest having this kind of events every 6 months in order to have such close communication or to have an event as P&MEA roadshow including one day for partner event.” ■



Ayman BASHA
Head of Banking - UAE & Oman
CNS, UAE

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“Thank you indeed for the opportunity to share our insights on this hugely successful event. After seven years of being a Wincor Nixdorf Partner, we have witnessed quite a few initiatives, but this seems to top all in terms of effectiveness, bonding and sharing.

I shall illustrate with a few key examples:

Before the event, the duo of Messrs. Eckard Heidloff and Paulo Gomes along with our regional Account Manager, Mr. Peter Woydich came to our market to provide critical support to us by visiting our key customers including UBA and Ecobank. Wincor Nixdorf also showed its commitment to Nigeria by opening a regional support center which gave a huge boost to the confidence in the company and in the partners.

The event was held in a location where it is relatively easy for most people to secure visas. Also being a major Aviation Hub, people generally found transportation easy and convenient. Despite all this the prime organizer, Meryem Habibi sent invitations quite early. She



persistently but gently followed up with invitees and was very available to help with any and all logistics. No email or phone call went unanswered; this I believe was a major catalyst in the huge number of attendees.

To be honest I was initially skeptical about the timing, especially coming close to the end of the financial year for many companies, and also very close to the Christmas holidays. I guess the power of the belief and passion coupled with the immense preparation by Meryem and her team, made all the difference.

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What was really touching is when it was all over, and everybody's expectation had been met, the tears that welled up in the eyes of Meryem (which she fought so hard to hold back) when Paulo surprisingly called her up on stage to receive a bouquet of flowers in appreciation of all her efforts in putting together a hugely successful event. Seeing her hobble on her clutches into the stage not knowing what to expect, and receiving the appreciation with so much humility was so touching.

The interesting part.... It was not all work and no play. The social aspect was very well thought out. The lunch on the boat was a winner. It gave room for friendship and bonding. I was sitting on the deck with working colleagues, who in that instant became bosom pals. Peter Woydich, Sebhatu Lemma of SS Communication in Ethiopia, and the legendary Hagen Hoehl had good laughs at all our silly jokes while eating our lunch 'sans alco-

hol'. Unfortunately I missed the dinner in the desert, as I had a very early flight back home.

I was overwhelmed on the awards night, a very funny magician made my wedding band disappear, and then conjured it back again to my deep respite. It was very nice to hear the name of my colleague from CWG plc, Mr. Timothy Adebayo called up to receive the award for the best salesperson for Nigeria and Ghana territory. When we thought everything was over, you could imagine all the butterflies in my tummy when CWG Plc was again called forward to receive the grand finale award of 'the best absolute achiever'. Apparently we had contributed over 30% of the overall Partner revenue. Wow! How did we do that? Can we do this again? These were the questions that were running through my mind as I received the award and posed for photos beaming a wide smile on stage with Eckard, Paulo and Ricardo. I guess time will tell.

As per my expectations, in all the seven years of our being a Wincor Partner, this will go down as one of the most significant events. The fact that the top hierarchy of Wincor stayed throughout the event gave it more character. The event was conducted in candor, and the feedback was positively received both by Wincor and the Partners. The roadmap and achievement by Wincor was very re-assuring.

Thanks indeed once again for the opportunity to share my insights." ■

Austin OKERE
CEO
CWG Plc, Nigeria

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In the PMEA Regional Partner Summit 2013, we discussed business...

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We
celebrated
best
achievers...



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and we had
a lot
of fun...

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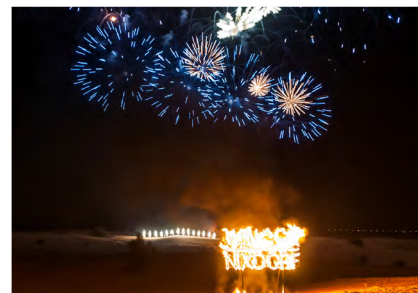
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Wincor World 2014 confirms its status as a leading IT trade show for Banking and Retail

More than 7,000 visitors from 90 countries took the opportunity to find out about the latest IT solutions and service offerings from Wincor Nixdorf and 46 well-known partner exhibitors at “Wincor World 2014” – through more than 500 exhibits and in 50 specialist presentations. The event, which spanned three days and was held at the A2 Forum in Rheda-Wiedenbrück, not far from Wincor Nixdorf’s head office in Paderborn, attracted IT experts and managers from across the banking and retail industries.

The impressions of Wincor World 2014 were very positive – by both those responsible for the event and visitors alike: “Our customers traveled from far afield across the globe to experience our innovations live. And it was well worth it, as we heard again and again in



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many personal discussions," said company spokesman Andreas Bruck.

The focus of the trade show was on innovative hardware, software and services that enable banks and retailers to do business in a customer-oriented and efficient way as well as on ideas for tomorrow's bank branches and retail stores. One of the

key areas on display was the processing of cashless and mobile transactions. The attendees showed great interest in innovative software solutions that allow customers to carry out their transactions via smartphone or tablet computer, such as cash withdrawals from ATMs using a smartphone. What is more, it was demonstrated that cutting-edge software can help retailers combine

the shopping experience of a retail outlet with the online world. Wincor Nixdorf also premiered a marketplace for Android-based apps that enables retailers to handle sales and payment processes online. In addition, the company presented new service options that enable banks to enhance the experience they create for their customers. Sample applications revealed how the range of self-service options can be expanded when staff use video or tablet computers to help clients with certain transactions.

The organizers also recorded a high level of interest in the BEETLE mobile POS, a new tablet solution for retail applications that can be deployed as a fully functional stationary checkout or for mobile payments, when advising customers on the shop floor, carrying out administrative tasks or doing inventory. ■

More information

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Aevi Marketplace

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Aevi Marketplace – Transforming transactions into customer experiences

Aevi Marketplace is a B2B digital application distribution platform developed and maintained by Wincor-Nixdorf. It revolutionizes the way that merchants operate by providing a new, compelling 'bricks & mortar' customer experience in an ever-changing consumer-led world.

It enables all participating commercial entities - merchants, supply chain, payment providers –

- to trade (buy, sell, promote)
- to better support day to day operations and
- to transform

All through a secure, trusted business platform.

For the first time, merchants and banks can create their own, secure app marketplace to

distribute B2B and B2C experiences to the touch point, with the ability to accept payment, be fully mobile and bring together the disconnected experiences we had yesterday. These payment apps can be used on Albert, our new android based payment tablet and later also other Aevi-enabled devices ranging from classic EFT's, smart tablets, mobile and self service systems.

Through the Aevi community we are providing the Software Development Kit (SDK) to our marketplace platform and smart tablet for digital entrepreneurs and developers. Retail and Banking apps will be created by expert developers and digital entrepreneurs; ensuring quality and full understanding of the business needs.



The integrated ecosystem connects Aevi Pay and Aevi Money with the apps from Aevi Marketplace to ensure a holistic approach for cashless payments.

In October Wincor Nixdorf opened its new Center for Cashless Payment Activities in Prague, Czech Republic. The center is responsible for developing new cashless payment systems and services as well as controlling and marketing the company's global cashless payment operations.

"We are excited about the opportunity to leverage our expertise in cashless payment markets and to provide innovative solutions and services to our retail business and retail banking customers," said Miroslav Pekarek, Head of Cashless Payment Solutions Unit, at Wincor Nixdorf. ■

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Wincor Nixdorf opens independent software headquarters in Utrecht

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Wincor Nixdorf AG is pooling its software and professional services expertise in Utrecht in the Netherlands. Wincor Nixdorf CEO Eckard Heidloff officially opened the new Software Headquarters on September 18, 2013 in the presence of Remco van Lunteren (photo left), Member of the Provincial Executive of the Province of Utrecht.

„The opening of the Software Headquarters, from where we will manage our global software business and professional services, is another important element in the future-oriented realignment of our global activities,“ says Eckard Heidloff. „We see that software is playing an increasingly important role in our customers’ investment decisions. In the software provider market we can currently see a trend toward consolidation, similar to what we observed years ago in the hardware sector. And this is what we are responding to.“

By creating a competence center and a central control center, Wincor Nixdorf aims to build on its software strength. Today, the

company is already generating revenue of more than €300 million in the software sector, which puts it among the world’s leading providers of software services for retail banks and retail companies. Each year, around 30 percent of company investments for research and development flow into the further development of software activities. Around 1,500 of the 9,000 Wincor Nixdorf employees worldwide are involved in software development and related professional services such as process analysis, integration and customizing services, training and maintenance.

From the start of the new fiscal year on October 1, 2013, these activities will be managed from the Netherlands. To this end, around 50 employees from Wincor Nixdorf will initially start work in the office complex in Utrecht from October 1; the addition of further staff is also planned.

Software for banks and retail companies Banks and retail companies worldwide are striving to make their branch and store pro-

cesses leaner and more automated. They need to improve customer efficiency and service and counteract cost increases. Offers are therefore being shifted to electronic channels or self-service, while manual branch and store processes are being automated. Software maps business-critical processes into a form that can be processed by the hardware and enables banks and retail companies to provide new offers and services flexibly and cost-effectively. Banks and retailers tend to use non-standardized software. Wincor Nixdorf therefore sees great opportunities in this for offering standard software to handle all the self-service and branch or store processes, irrespective of the hardware installed. Functional enhancements can thus be added quickly and cost-effectively. With software to manage the systems connected to a network, banks and retailers can significantly improve business-critical system availability. Wincor Nixdorf provides software for integrating all the service and sales channels to ensure standardized operation of service and sales processes. ■

UEFA Champions League Contest

Lisbon is welcoming on the 24th of May 2014, the Champions League Finale for the second time in its history; and as announced at Dubai, the best Partner of the first half of the fiscal year (end March) will be invited to Lisbon to watch the Championship League final with Mr. Paulo Gomes.

The winner will be selected by business results in face of the target and we will count both invoiced business as well as booked orders.

The more revenue you can invoice but also the more orders you can book, the closer you will be to Lisbon (valid for two persons from the Partner. ■

The preliminary rank at the end of Q1 was:

- N°1: CNS – UAE
- N°2: ICBM – Ivory Coast
- N°3: Innovative – Pakistan
- N°4: Brithol – AMC
- N°5: CWG – Nigeria

You still have the Second Quarter to get on top!

Good Luck!



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Best Partner Salesmen Award 2013/14:

This year we will recognize again the best salesmen from your teams but on a different way.

Following our strategic direction we will select the best complex project in the Region, involving Software solutions and with a total potential bigger than 1M€.

The winner will be invited for a ski vacation in Europe. ■



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Quote of the Quarter

**>> Stop being afraid of
what could go wrong
and start being positive
about what could go right.«**

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