



Total France Launches Tailor-Made Loyalty Program Based on Axalto Microprocessor Cards

By 2008, one million rechargeable car wash loyalty cards will be distributed to 1,000 Total France petrol stations

Amsterdam, the Netherlands – January 10, 2006 – Axalto (Euronext: NL0000400653 AXL), the world's leader in microprocessor cards, today announced it has been selected by Total France to provide rechargeable loyalty cards as part of a new business offering for car washes. Deployment will begin in January, and Total France is planning to distribute 500,000 units to 800 petrol stations by the end of 2006. Axalto has been Total France's unique provider of car wash cards since 1994 and has already supplied the oil group with 14 million non-rechargeable memory cards.

Total France is the first oil group in France to have introduced smart cards into its car wash loyalty programs. This new order meets its customers' requirement for a rechargeable card that allows them to choose the credit amount. This card gives users a clearer view of Total France's new offering, where amounts are expressed in euros and no longer in wash credits. Furthermore, customers save time by paying at a wash terminal instead of the cash desk. Finally, the rechargeable card helps to protect the environment, which represents an additional advantage over disposable cards.

"Axalto's consistent level of service quality played a key role in our decision to renew our trust in its smart card-based solutions for car wash loyalty programs," said Philippe Nelis, network director, Total France. "Total France is committed to providing its customers with the best possible level of service, in terms of both the quality and the cost-effectiveness of the products on offer, and is looking for suppliers sharing the same values."

"This new contract reinforces the strong partnership relations and ties of trust that Axalto and Total France have been nurturing for more than 10 years," added Philippe Cambriel, president EMEA, Axalto. "Today, Axalto has once again been selected for the reliability of its products and the very high level of satisfaction shown by Total France."

For Axalto and Total France, this first deployment of rechargeable car wash loyalty cards opens up new opportunities for expanding to other European countries looking to set up straightforward, effective loyalty programs. Implementing this type of card in the 10,000 petrol stations represented by all of Total France's European subsidiaries is currently under consideration.

About Axalto

Axalto (Euronext: NL0000400653 AXL) is the world's leading provider of microprocessor cards (Gartner 2005, Frost & Sullivan 2004) — the key to digital networks — and a major supplier of point-of-sale terminals. Its 4500 employees come from over 65 nationalities and serve customers in more than 100 countries, with worldwide sales exceeding 3 billion smart cards to date. The company has 25 years' experience in smart card innovation and leads its industry in security technology and open systems.

Axalto continuously creates new generations of products for use in a variety of applications in the telecommunications, finance, retail, transport, entertainment, healthcare, personal identification, information technology and public sector markets. Microprocessor cards provide convenience, security and privacy to public and private services operators, their customers and end users.

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