



Republic of Turkey's Ministry of Finance mandates SICPA-ASSAN to implement Security Tracking System for Tobacco and Alcohol Products.

Lausanne (Switzerland), 16 March 2007 – Turkey's Board of Revenue today announced the implementation of a country-wide product tracking system for locally manufactured and imported tobacco, alcohol and beer products. SICPA-ASSAN has been named as the technology provider to install and maintain the new security system. All local manufacturers and importers have until 19 June 2007 to comply with the new requirements.

In 2006, the Ministry of Finance sought proposals for a nationwide banderol-applied product tracking system. The government's three-fold objective was to introduce improved enforcement measures to prevent tax evasion, reduce unfair competition against local manufacturers arising from illicit trade and provide additional protection to consumers.

SICPA-ASSAN was awarded the contract on the basis of its record in deploying leading high-technology security tracking solutions and the cost-effectiveness of its proposal. SICPA-ASSAN is a joint-venture company established in Turkey by SICPA and Istanbul-based Kibar Holding to develop product security solutions and related technologies for products authentication and supply chain security.

SICPA-ASSAN is responsible for the implementation, training, maintenance, repair and technical assistance of all modules of the system which combines integrated security technologies, inks and systems, hardware and software.

Turkey is the first country in the world to implement one single technology to securely monitor all excisable tobacco, alcohol and beer products. According to the Board of Revenue's estimation, over seven billion items will be protected per year.

Mr. Philippe Amon, Executive Co-Chairman of SICPA, said today "a new generation of banderols has been designed to comply with the security guidelines from the Board of Revenue. They will be produced by Tekel Packaging Factory in Istanbul and will be applied on tobacco products and liquors. In the case of beer, security tracking codes will be applied directly onto the products during manufacturing, thus replacing the banderol."

The product tracking system will require the installation of non-intrusive automatic tracking systems onto manufacturers' packing and filling lines for product monitoring and transmission of the relevant information to a central data management system. To handle the monitoring of imported products, dedicated facilities are being set-up close to the customs points of Istanbul, Izmir and Mersin.

PRESS RELEASE



With more than 70 million inhabitants, Turkey has a GDP of US\$8400 per capita (2005 est., purchasing power parity). As a result of the government's dynamic financial and economic building programme, Turkey has recently seen impressive progress. Economic growth has averaged more than 5% a year and inflation has fallen dramatically.

Note to Editors:

Founded in 1927, **SICPA** is the leader in the field of security inks and integrated security solutions. SICPA is the world's leading manufacturer of banknote and value document security inks present on most currencies of the world.

The globalisation of brands has triggered an unprecedented parallel market for illicit trade and counterfeiting. Recognising a growing need to protect governments against tax evasion and brand owners against brand erosion, SICPA Product Security SA is the provider of authentication solutions and integrated systems to monitor products and secure their supply chain in order to protect the interests of governments and brand owners.

Today, SICPA is established in 19 countries on five continents, has more than 1000 employees and products sold to more than 190 countries.

Kibar Holding AS is a large Group active in diverse sectors across Turkey and internationally.

Kibar Holding, which activities date back to 1970, employs over 4.000 staff in the metal, automotive, packaging, technology and logistics industries. The Group is present across Turkey.

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