



EMV card programs and branch solutions for credit unions and community banks

Innovative technology from the world's #1 payment card supplier and a digital security leader



Cutting edge products, now in your hands

For more than 25 years, Shoreline has been dedicated to bringing community banks and credit unions the most effective and innovative solutions for payment card programs. More than 1,300 financial institutions rely on our friendly, knowledgeable and responsive staff to deliver cutting edge and easy to use solutions.

Shoreline is part of Gemalto, a 3.1 billion euro multi-national technology leader in digital security and the world's #1 supplier of payment cards¹. Backed by Gemalto and its 3,000+ R&D engineers, Shoreline delivers the cutting edge products, available to the world's largest banks, to credit unions and community banks.

Launch EMV in weeks with Shoreline card programs

EMV cards provide unparalleled security at the point of sale and effectively prevent card cloning. With Shoreline's turnkey solutions, credit unions and regional banks are able to launch EMV quickly and securely.

Our turnkey program is led by EMV experts and includes:

- > Card personalization and manufacturing
- > Program management
- > Graphic design
- > Marketing and communication materials

In addition, you'll have 24/7 online access to production information to view inventory, monitor product and mailing status, view card images, and more.

Shoreline and Gemalto have issued more than four billion EMV cards worldwide

Shoreline's off the shelf EMV products are pre-certified by payment brands such as Visa®, MasterCard® and Discover®, and by major US processors, including Fiserv, FIS, Elan, Jack Henry, First Data, Visa DPS, Vantiv, and many more. Our production facilities are secure for the encoding and embossing of all types of payment products, including ATM, debit, and credit cards and the latest standards for EMV chip and contactless.

1. Nilson Report, August 2016



Create the WOW effect with innovative plastics

Shoreline offers magnificent-looking cards with the highest printing quality available. You can create original and vibrant designs with 3D textures, tactile varnishes, transparent plastics, holograms, metallic foils, bio-sourced materials, and colored cores.

Delight customers with 'Tap & Go' contactless cards

By 2020, 50% of chip cards in the US will be contactless, and several of the top banks have already begun launching contactless portfolios. Contactless cards (or dual interface) have a specialized chip and a built-in antenna, and support mag stripe, chip and contactless all-in-one.

Contactless cards help position you as innovative and consumer-centric and quickly become top of wallet

Contactless EMV cards, which harness all the security of EMV, delight customers with a much faster "tap & go" experience. Shoreline is ready for contactless across our card programs and instant issuance solutions. If you are just getting started with EMV, why not start directly with contactless?

Instantly issue chip and contactless cards in the branch

Waiting for a new debit card is a thing of the past with Cards in an INSTANT. This hosted end-to-end solution is quick to set up, has no software to install and is scalable for any size of financial institution. Secure printers are set up in the branch to support mag stripe, EMV contact and contactless cards, and all sensitive data is exchanged with Shoreline over an encrypted channel.

Instant issuance means higher activation rates and immediate card usage

Get cards faster! Join the 3,500 branches already using our Instant Issuance solutions

- > Instant high-quality payment cards
- > No software to install, no infrastructure changes
- > Easy-to-use card printers in all your branches or one central location
- > Compliant with PCI-DSS and PCI Card Production (MasterCard, Visa, AMEX)

Card customization with a personal touch

Let cardholders have fun creating their own unique ATM, debit or credit cards in a few easy steps. AllAboutMe allows your customers to choose a favorite photo from a personal library to print on the card, or select a photo from your gallery of images. As the issuer, you can customize a gallery of designs tailored to your community and state or the support of local and national nonprofits.



The emotional connection created through custom design increases card usage and cardholder retention

Available via PC, tablet, and mobile, AllAboutMe can be offered in the branch and on your website. Shoreline manages the entire process from photo upload to card issuance and offers a rich set of marketing tools to promote the program.

- > Fast implementation
- > Web-based service links directly from your website
- > No core processor integration needed
- > Conforms to all Visa and MasterCard specifications
- > Integrated with instant issuance

Prevent eCommerce fraud with DCV

With new EMV cards flooding the market, fraudsters are focusing their efforts on eCommerce, using stolen card details for online purchases. Protect your cardholders with Dynamic Code Verification (DCV), an innovative solution that creates a new secure CVV or CVC number every 20 minutes. DCV keeps the checkout process simple and easy and is available on both EMV cards and mobile devices.

25 YEARS OF DEDICATION TO COMMUNITY BANKS AND CREDIT UNIONS

For 25 years, Shoreline has been serving community banks and credit unions with optimized solutions to meet your needs. Our purpose is to bring you the best, most innovative solutions adapted to the way you do business. Shoreline is dedicated to providing a personal touch and superior customer service while remaining on the cutting edge of technology in payment cards and banking solutions. In May 2014, Shoreline was acquired by Gemalto, a world leader in digital security and a global provider of EMV technology.

For more information, contact a Shoreline sales representative at 800.290.3706

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