



## ASK and Paragon Identification sign a cooperation agreement for transport cards personalization and customer relationship management

### ► Acceleration of ASK's development in services for transport operators

**ASK (Euronext Paris - FR0011980077 - ASK)**, a global leader in secure contactless technology solutions for Transport and Identity, and **Paragon Identification**, supplier of solutions for products and people identification, announce that they have signed a cooperation agreement to jointly promote and commercialize a comprehensive services offering for customer relationship management and cards personalization.

By combining their expertise, ASK and Paragon Identification can now propose an integrated software platform to transport operators. It will allow them to efficiently manage the new customer acquisition process, to personalize any type of transport payment system (contactless cards, smartphone, tickets) and to personalize the customer communication, whether physical or digital (web, email, sms).

With secured production and hosting capacity, ASK is now in a position to offer a full service to transport operators, which will initially be extended to customers based in France and Belgium.

#### **Julien Zuccarelli, CEO of ASK, comments:**

*"Our transport operator customers are innovating. They require an always wider portfolio of services and communication means. Through this agreement, ASK completes its range of services. Card personalization, which we were already doing for our customers, will become part of a wider customer relationship management service that involves all types of media: cards, tickets, smartphones.*

*With this agreement, ASK continues its development in the transport sector and executes on its strategic plan to move up in the value chain."*

#### **About ASK**

ASK provides secure contactless solutions for sensitive applications linked to individuals. ASK has developed patented technology based on a unique silver printing process. It creates genuine solutions to the security and reliability challenges of its markets. ASK offers a full range of contactless solutions (cards and inlays – electronic covers and integrated antennas – for passports, tickets, terminals, software) and associated personalization services.

ASK's innovative technology and global organization, with manufacturing plants in Europe -France-, Asia -China- and the United States, make it the reference player in secure contactless solutions for identity (e.ID) and transport markets. In e.ID, ASK has worked with the most demanding customers since 2006, providing inlays for US, UK, French, Philippine and other passports. In the transport market, ASK has strengthened its leadership position since 2001, supplying over 100 cities in 27 countries, including Atlanta, Chicago, London, Mexico City, Miami, Paris, Singapore, Sydney and Tel Aviv.



Name: ASK  
ISIN Code: FR0011980077  
Ticker symbol: ASK  
Number of issued shares: 7,545,221

For more information, see [ASK-Contactless.com](https://www.ask-contactless.com)

### Contacts

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