



Emue Technologies Pty Ltd  
Level 13  
550 Bourke Street  
Melbourne VICTORIA  
AUSTRALIA 3000

## **Visa Europe makes investment in Emue Technologies**

**17 November, 2009**

Visa Europe has made an investment in global authentication company, Emue Technologies.

Emue has been working closely with Visa Europe over the past 18 months to develop the Visa CodeSure solution which provides authentication and transaction security through a unique payment card with embedded display, microprocessor and numeric keypad.

With multiple banks already piloting Visa CodeSure in the UK, Switzerland, Italy and Israel, today's announcement that Visa Europe has taken a stake in Emue Technologies confirms the significant interest in this product by Visa's member banks in the UK and other European markets.

"Visa Europe's decision to invest in Emue builds naturally on the strong working relationship we have developed over the past 18 months," said Brendan McKeegan, the CEO of Emue Technologies. "We are beginning to build a solid market presence in Europe with our convenient, secure and customer-friendly authentication solution."

Visa Europe's SVP and Head of Innovation, Sandra Alzetta said: "We are working with Emue to develop the Visa CodeSure product to bring innovative card technology designed to combat online fraud both now and in the future. The investment is just a further extension of our existing partnership."

The combination of Visa's proactive approach to improving cardholder security combined with Emue's award-winning technologies are providing the banking market with a solution that addresses the core concerns of customers without burdening them with intrusive technology. Emue, which also counts the Australian partnership of Deloitte Touche Tohmatsu as a cornerstone investor, has been fine tuning its anti-fraud enabled payment card with Visa in Europe during the past 12 months.

Managing Director, Deloitte Consulting Asia Pacific Gerhard Vorster said: "Emue is a great example of how an innovative product can grow from an idea triggered by a market need into a fully proven technology solution."

Emue will be in attendance at the Visa Europe stand at Cartes in Paris from November 17 – 19, where the Visa CodeSure innovation will be further showcased.

### ***About Emue Technologies***

Emue Technologies Pty Ltd is a leader in innovative authentication solutions for the Financial Services and Network Access markets.

The company specialises in mitigating the risk of fraud through the design, development and provision of reciprocal authentication solutions, including the world's first payment card with integrated keypad, display, microprocessor and battery.

Emue has won several prestigious awards including the International Card Manufacturers Association (ICMA) top honour "Judge's Choice" Élan Award and the "Technical Achievement" Élan Award. The Élan awards recognised Emue Technologies' card's design innovation and technical achievement in the card manufacturing industry. The awards were judged by an independent panel of ICMA associate members, industry notables and international journalists.

In February 2009, Emue was recognised as one of the top five innovative products in Authentication and Security by Finextra, a leading independent news wire and information source for the worldwide financial technology community.

Emue has also won the prestigious Silicon Valley industry's 'Tomorrow's Technology Today Award' from Info Security Products Guide which recognises and honours excellence in all areas of information security.

Emue Technologies was established in May 2006 by a group of security and technology specialists in Australia with more than 20 years experience in strategic information security, risk management and commercialisation of technology software and services.

For more information visit: [www.emue.com](http://www.emue.com) or contact: [info@emue.com](mailto:info@emue.com)

### ***About Visa Europe***

In Europe, there are over 360 million Visa debit, credit and commercial cards. In the 12 months ending June 2008, those cards were used to make purchases and cash withdrawals to the value of over €1.3 trillion. 11.4% of consumer spending at point of sale in Europe is with a Visa card. Visa Europe is owned and operated by its 4,600 European member banks and was incorporated in July 2004. In October 2007, Visa Europe became independent of the new global Visa Inc., with an exclusive, irrevocable and perpetual licence in Europe.

As a dedicated European payment system it is able to respond quickly to the specific market needs of European banks and their customers - cardholders and retailers - and to meet the European Commission's objective to create a true internal market for payments.

Visa enjoys unsurpassed acceptance around the world. In addition, Visa/PLUS is one of the world's largest global ATM networks, offering cash access in local currency in over 170 countries.

For more information, visit [www.visaeurope.com](http://www.visaeurope.com)