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EANS-Adhoc: Valora Holding AG / Valora to offer worldwide money transfer services at k kiosk outlets

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- Growth potential from MoneyGram International agreement
- Expanded range of services on offer at k kiosk

Growth potential from MoneyGram International agreement

Valora and MoneyGram International have concluded a partnership agreement covering worldwide money transfers at k kiosk outlets. MoneyGram is the world's second largest provider of money transfer services, and is represented at more than 200,000 locations in 190 countries and territories. Thanks to Valora's dense outlet network in Switzerland, signing this agreement will make the company the largest MoneyGram agent in Switzerland. Given the multicultural nature of its society, Switzerland generates a substantial CHF 1.5 billion in money transfers each year. This co-operation in the Switzerland opens up significant growth potential for both partners in an important market.

Expanded range of services on offer at k kiosk

The new service will be introduced at k kiosk from mid-September 2010. By the end of this year, customers at some 100 k kiosk outlets in Switzerland will be able to effect secure, competitively priced and reliable worldwide money transfers. The range of services offered at k kiosks, which hitherto essentially comprised lottery ticket and phone card sales, will thus be complemented by an important innovation. For Valora, this new commission-based co-operation is expected to strengthen existing ties to the Swiss market and generate significant additional revenue. The partnership also underscores Valora's strategic objectives. As Thomas Vollmoeller, the Valora Group's CEO, puts it, "MoneyGram enables us to offer our customers added value and an additional new service. Today's kiosks are thus increasingly evolving into new service centres, a trend which is mirrored in many other countries throughout the world."

*** About MoneyGram International, Inc. MoneyGram International offers more control and more choices for people separated from family and friends by distance to meet their financial needs. As leading global provider of money transfer services, MoneyGram International helps consumers to safely send money around the world with funds arriving at available agent locations in as little as 10 minutes. Its global network is comprised of 200,000 agent locations in more than 190 countries and territories. MoneyGram's convenient and reliable network includes retailers, international post offices and financial institutions. www.moneygram.com ***

end of announcement

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