



ABN 46 074 646 343
1-51 JERSEY ROAD
PO BOX 370
BAYSWATER VIC
3153 AUSTRALIA

PH +61 3 9722 5200
FAX+61 3 9722 5201

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Placard Pty. Ltd. signs a Contract with Department of Health for the supply of HealthSMART Smartcards from 13 January 2011

Placard Pty Ltd announced today the signing of an agreement with the Victorian Government for the provision of HealthSMART smartcard supply, which includes both contact, and dual interface cards for eHealth applications and other related requirements of Government of Victoria.

Placard will process these cards in its Melbourne based secure facility which has the highest accreditation from Visa, MasterCard and American Express and operates under its quality system certified by Lloyds Register meeting the latest global quality assurance standards.

We are proud to have been selected by The Government of Victoria to provide all eHealth card services in Victoria, which is in addition to the recent signing of an agreement with the Australian Government . Medicare Australia for the provision of the following:

- Medicare Cards,
- The Health Professional Smart Cards (PKI Cards)
- DVA Cards
- The Australian Childhood Immunisation Registration Cards
- The Australian Organ Donor Register cards

This new contract with the Victorian Government and the recent signing with the Australian Government places Placard at the forefront of Health card services in Australia. Further, the strong presence of Placard in the Health sector is a testament to Placard's long history of being the largest card provider to both Federal and State Governments and also being the only secure card manufacturer in Australia.

Placard was successful in winning the above project following an extensive open tender process which attracted national and multinational interest, said Ganesh Ganeshalingam, Placard's Managing Director.

About Placard

Placard is a wholly owned Australian company, which has been in existence since 1987 as a manufacturer of plastic cards. Since then, Placard has continued to expand, and now provides comprehensive card program management products to over 500 clients and employs in excess of 160 staff. Placard is a well established, quality, total card solutions provider and has a reputation of meeting its commitments to its clients and consistently achieves service levels beyond its clients' expectations.

Placard is the only secure card manufacturer in the country and is recognised as the market leader in Australia with a substantial card personalisation and fulfilment bureau.

Placard's secure manufacturing and bureau facilities are Visa, MasterCard and American Express accredited to the highest level including EMV accreditation and accredited to manufacture Dual Interface cards

Placard's core competencies lie in the design, printing, manufacture, personalisation and mailing of ISO Standard secure and non secure plastic cards with Bureau services encompassing the latest Visa and MasterCard EMV standards for embossing, manufacture of Dual Interface cards, magnetic stripe encoding, indent printing, thermal print flat graphics, high quality Drop on Demand personalisation, laser printing processes and intelligent matching & mailing services.

For more information, please visit www.placard.com.au or call (03) 9722 5200