



Business Update

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Vienna Life Ball 2017 completely cashless for the first time in its history thanks to latest payment technology from SIX Payment Services

SIX Payment Services (SIX), a European leader in cashless payments and official partner of this year's Vienna Life Ball has enabled the mega event to be cashless for the first time in its history. The Life Ball is one of the world's most recognized annual AIDS charity events, for which Vienna's prestigious town-hall and City Hall Square was transformed into a huge festival location on June 10th.

Gery Keszler, the founder and CEO of the Life Ball, said: "We are delighted that SIX Payment Services enabled us to make this year's Life Ball a completely cashless event. Since the event's inception in 1993, we have aimed to improve year on year, and this year's introduction of an entirely cashless environment is a demonstration of our continual commitment to innovation. With the support of SIX Payment Services all our guests were free from having to worry about where to keep their purse or wallet – and instead were able to completely enjoy the evening and focus on the great cause."

For this special night, 110 cashless point of sale (POS) terminals installed, configured and serviced by SIX, were spread across the whole Life Ball arena, 30 -top-up stations and 80 terminals at the various bars across the venue.

In addition to providing the terminal infrastructure for the star-studded society event, a special wristband for contactless payments allowed the 4.000 guests to buy refreshments, pay for numerous activities such as the event's tombola and also make charitable donations.

The cashless wristbands, which were all linked to individual entrance tickets, were set up so that they could be loaded prior to the event, and could be 'topped-up' during the evening by means of a debit or credit card at one of the top-up stations. Guests at the ball were also able to pay by credit or debit card throughout the event, meaning neither the guests nor organisers needed to worry about time-consuming cash handling.

Thomas Grabner, Managing Director of SIX in Austria, added: "We have a long and proud association with the Life Ball and were keen to ensure that our expertise added something



new and different to the event this year. Providing cashless payment solutions for events of this scale is one of the core competencies of SIX in Austria. With 3,780 people attending the event, reliable, fast and secure payments were vital and we expect that cashless events will be increasingly common in the future. We were delighted to support such a great cause and look forward to continuing our partnership for many years to come.”

SIX Payment Services is a proud long term partner of the Life Ball, and as part of its support of the event, provided all the POS equipment, services and costs, free of charge.

Life Ball facts:

Life Ball is one of the world’s biggest annual AIDS charity events, taking place at Vienna’s town-hall and City Hall Square which is a sight in itself. Ever since its debut in 1993, the annual event has been committed to removing taboos and constantly fighting against HIV and AIDS, as well as addressing socio-political issues surrounding the virus.

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Should you have any questions, please feel free to contact:

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SIX Payment Services

SIX Payment Services bietet Finanzinstituten und Händlern sichere, innovative Dienstleistungen entlang der gesamten Wertschöpfungskette des bargeldlosen Zahlungsverkehrs. Die maßgeschneiderten Lösungen umfassen die Abwicklung von nationalen und internationalen Zahlungen mit Kredit-, Debit- sowie Prepaid-Karten. Dabei stellt SIX Payment Services in der Schweiz und international sowohl die Akzeptanz wie auch die Abwicklung von kartenbasierten Zahlungen sicher und gehört als Marktführer in der Schweiz, in Österreich und in Luxemburg zu den größten europäischen Verarbeitern von Kartentransaktionen.

Mit rund 1.100 Mitarbeitern an 10 Standorten weltweit begleitet SIX Payment Services Kunden aus 33 Ländern.

www.six-payment.services.com



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SIX

SIX betreibt die schweizerische Finanzplatzinfrastruktur und bietet weltweit umfassende Dienstleistungen in den Bereichen Wertschriftenhandel und -abwicklung sowie Finanzinformationen und Zahlungsverkehr an. Das Unternehmen befindet sich im Besitz seiner Nutzer (rund 130 Banken verschiedenster Ausrichtung und Grösse) und erwirtschaftete 2016 mit über 4'000 Mitarbeitenden und Präsenz in 25 Ländern einen Betriebsertrag von 1,8 Milliarden Schweizer Franken und ein Konzernergebnis von 221,1 Millionen Schweizer Franken.

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