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## **Bankcard Europe fast becoming a reality, thanks to the adoption of the EMV\* smart card standard**

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**France, which pioneered the adoption of the smart card in 1992, opted for the simultaneous and progressive introduction of EMV cards and acceptance equipment.**

By the end of March 2005, the bulk of France's CB system had been switched to the EMV standard:

- **Over 15 million cards**, that is, **1 CB bankcard out of 3 in circulation**;
- **85% of ATMs** out of a total of 44,000;
- **Almost half the EFTPOS terminals used by local retailers and two thirds of the terminals used by major retail chains.**

**In the other European Union countries, migration to the EMV smart card standard is progressing at a rate appropriate to each system.** Until now, all used the magnetic stripe technology for bank card payments and withdrawals. Today, while the switch to the EMV smart card represents a major outlay for all banks in Europe, the aim is to achieve smart card use in all EU countries to improve security for all European cardholders.

Overall, in the European Union:

- **1/3 of cards** have migrated to EMV;
- **1/4 of terminals** have been upgraded to read smart cards;
- **40% of ATMs** can read EMV smart cards.

By the end of March 2005, the United Kingdom and Luxembourg had made the most progress towards completing the migration to EMV, with three quarters of their system, cards and acceptance equipment combined adapted to the new standard.

Certain other countries, for example, Denmark, Belgium, Austria and Portugal, have made significant headway in one of the areas involved: cards, terminals or ATMs. Among the new EU Members, Estonia has already adapted 30% of its banking system to the new standard.

Concretely, the generalised use of the smart card means:

- A complete change in customers' and retailers' habits among France's European neighbours;
- A massive improvement to payment and withdrawal ease for French travelling to other EU countries, and for CB retailers and their foreign customers;
- Greater security for all stakeholders involved.

Beyond Europe, several other countries have also adopted the EMV standard, including Brazil, Morocco, Algeria, Turkey, Canada, and Japan.

***For a detailed map of Europe's migration to EMV, log onto [www.cartes-bancaires.com](http://www.cartes-bancaires.com).***

\* EMV International bank card specifications