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## PRESS RELEASE

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### **GENIKI Bank chooses INTRACOM IT Services for the Central Banking System's Upgrade to new version PROFITS® v. 7.0**

**Peania, Athens – May 19, 2010** -- INTRACOM IT Services, the leading provider of integrated IT services in Greece with more than 20 years of experience in the Financial sector, was chosen by GENIKI Bank, member of the Société Générale Group, for the upgrade of its Core Banking System to the new version of PROFITS® v. 7.0.

Version 7.0 is the newest version of the PROFITS® Core Banking System with a significant number of installations in Banks in Greece and abroad. It has important innovative features and rich and comprehensive functionality in its basic subsystems. It has been enriched with new execution mechanisms, new online / real time features, as well as with a number of new subsystems, fully covering the needs of a modern Bank through an integrated approach. Some of the innovative features are the following:

- Rule-based Architecture
- Full support of Product Packages
- Risk Exposure Boundaries
- Multi-design: -Platform, -Scale, -Currency, -Lingual, -Channel
- Extended Navigation & Drill-down capabilities
- Function Simulation Capabilities through embedded Simulation Engine
- Service Oriented Architecture (SOA) using PROFITS® Gateway

The new version PROFITS® v. 7.0, with 24/7 transaction uninterrupted operation, is a state-of-the-art tool for the Banks, offering flexibility, optimizing internal business processes and reducing operational costs, thus drastically improving customer service.

International Consulting Evaluators have ranked PROFITS® v. 7.0 as a Core Banking Platform of the Future, having evaluated as “impressive” its new and improved capabilities.

With the new version PROFITS® v. 7.0, GENIKI Bank will enhance its capability of instant response to emerging opportunities, by designing and offering rapidly new and innovative products and services to its customers, thus reducing significantly the cost and the time to market. This will be achieved through the new “rule-based” system architecture that provides the Bank with the capability to define new functionalities, reporting, payments and interfaces with the use of business rules. These rules are applied and can dynamically change, according to Bank policy, without programming and changes to the source code of the system.

Mr. Dimitris Papadakis – CIO, GENIKI Bank, stated: “GENIKI BANK, within its continuous efforts towards improving customer satisfaction, optimizing internal processes and reducing costs, considers this project as a major next step to its long-standing use of the PROFITS® Core Banking System. The strategic partnership with INTRACOM IT SERVICES ensures the success of the project, based on the mutual efforts for customer-oriented approach, the expertise as well as the very good collaboration until now”.

Mr. Andreas Diamanteas – General Manager, Financial & Enterprise Solutions Division, INTRACOM IT SERVICES, said: “After 14 years of successful cooperation with GENIKI Bank and productive use of the PROFITS® system, we see this new assignment as a vote of confidence to PROFITS® v. 7.0. We strongly believe that the use of a modern and



technologically advanced Core Banking system, such as PROFITS® v7.0, will strengthen the Bank even more, by increasing its competitiveness and improving its quality of service, while reducing considerably the time to market.”

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**About GENIKI Bank**

Since 2004, GENIKI Bank is a member of the Société Générale Group, one of the largest and most powerful financial groups in Europe, present in 82 countries, employing 163.000 staff & servicing over 30 million customers worldwide.

**About INTRACOM IT SERVICES Group**

The INTRACOM IT Services Group is the largest Greek IT Solutions and Services Group with strong international presence and international activities that contribute 65% to its total revenue. It belongs to INTRACOM Holdings and employs 1,550 people, with 52% of them working outside Greece. The dynamically developing companies of the Group INTRACOM IT Services (parent company), Intrasoft International, INTRACOM IT Services Middle East & Africa and INTRACOM IT Services Denmark enjoy a dominant position in the markets where they are active and they are distinguished by the quality of their service provision. More than 500 organizations in 55 countries worldwide (agencies of the European Union, national governments, public bodies, banks, telecommunication organizations, businesses) have chosen the Group’s services and solutions. IDC systematically lists INTRACOM IT Services as the leading provider of IT solutions and services in Greece.

With extensive experience and strong know-how in the implementation of large banking projects, INTRACOM IT Services Group has been established as the largest Greek IT Systems Integrator for the Financial Services industry. Clients include the largest Financial Institutions in Greece and abroad, such as the National Bank of Greece, EFG Eurobank, GENIKI Bank, Agricultural Bank, Hellenic Postbank, Panhellenic Bank, Cooperative Banks, Emporiki Bank Cyprus, Alpha Bank, Kedr Bank, Ziraat Bank, Bank of Valletta, APS Bank, Arab Bank, etc.

For more Information, please visit: [www.intracom-it.com](http://www.intracom-it.com)

**Information for Press only**

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