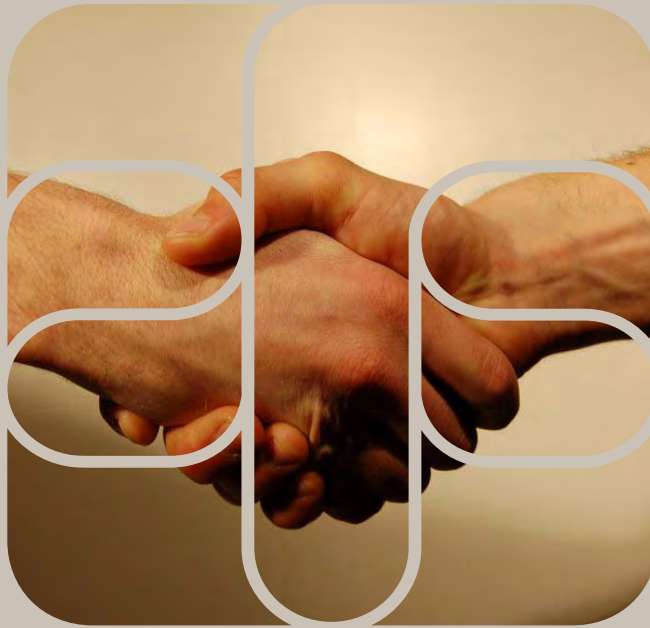




SIMply Smart

Partner Program



Program Summary

Developing and selling SIMs and software has just been SIMplified. You do the math: A proven smart card manufacturer that has sold millions of cards + Your Expertise = Sales + Profit. Here's how it all adds up:

The SIMply Smart Partner Program connects CardLogix SIMs, SIM applications and sales opportunities together. It's designed to enable our partners to bring applications to market and sell them profitably via a program that's easy to participate in.

For over a decade, CardLogix has been recognized as a service-focused, quality card manufacturer with deep technical experience. Add to that SIMs in native Delos™ or Java Card™ OSs, plus tools such as VirtuoSimo™ and Geode™ and your profit equation is complete.

Participants in the SIMply Smart Partner Program can either engage with CardLogix as a Sales Agent or an Application Provider.

Program Options

SIMply Smart Sales Agent

You currently sell to a geographically-specific group of Telecom operators. This could include all operators, from the 1st tier carriers down to the MVNOs in your region. We would expect you to have:

- An established base of customers
- Demonstrated sales and technical ability to pursue leads and close sales
- Active cultivation of new customers for the program
- A reference list of successful projects

SIMply Smart Application Provider

You have developed and successfully deployed mobile applications that increase an operator's Average Revenue Per Unit (ARPU) and:

- Are looking for new carriers worldwide for these applications
- Can articulate your product offerings and benefits to both the SIMply Smart Sales Agents and Operators
- Provide first level technical support for your applications
- Provide literature and collateral in English, Spanish and French

How the Program Works

SIMply Smart begins with CardLogix. After qualifying your organization, we provide a starter kit, whereby all participants receive the latest product information, training, and support. You will also receive:

For a SIMply Smart Sales Agent

- An introduction to approved CardLogix SIMply Smart Application Providers, including an overview of available applications
- A training overview of what CardLogix applications have to offer and how to sell them
- A contract and compensation schedule

For a SIMply Smart Application Provider

- A list of approved CardLogix Sales Agents
- A training overview of CardLogix SIMs and tools
- A contract and compensation schedule

What CardLogix Provides

- Revenue from every card sold
- A successful platform that enables all participants to win orders
- Technically relevant product training
- CardLogix's marketing schedule: press, ads, tradeshows, mailings, etc.
- Sample code
- Overview of capabilities: card design, printing, etc.
- A 'User Manual' on how to get things done, including graphic guidelines, web ordering procedures, links, etc.
- Procedure overviews: accounting, order entry process, etc.
- Market-specific pricing
- An Internet website dedicated to partners and agents
- Graphics and card art support

One Easy Step To Get Started

Tell us about yourself! Fill out an application online at:
http://www.cardlogix.com/membership/developer_membership.asp

Quality

CardLogix Corporation is absolutely committed to providing defect-free products and services to our customers in partnership with equally committed suppliers and authorized dealers.



- California C Corporation
- CA Resale# SREAA 97-124323
- D&B# 867418899
- SIC Codes# 3577, 3089, 5162
- UNSPCSC Code# 32101617
- Harmonized Code# 8542.10.0000
- NAICS Codes# 334119, 326199, 334418, 334519, 42261, 51421
- CAGE Code# 1KV39
- Congressional District# 47