

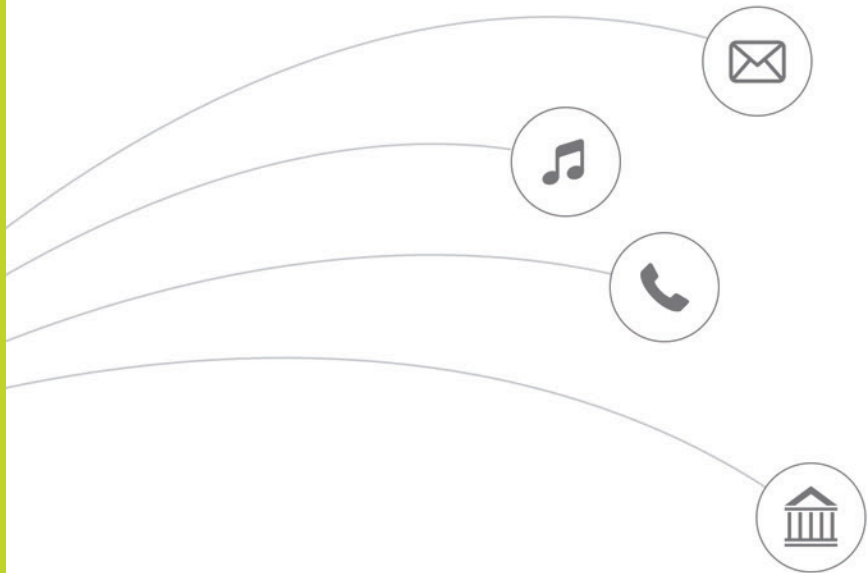


New
mobile check ordering site
reduces order time by
50 percent¹



HARLAND CLARKE®

PAYMENTS



We live in an increasingly “on demand” world where consumers expect everything from food to travel at their fingertips night and day. Nowhere is this truer than banking. Account holders expect instant access to their accounts and other banking products, wherever they are and whenever they want it. To help financial institutions meet this need, Harland Clarke has been at the forefront in offering multichannel check order options.

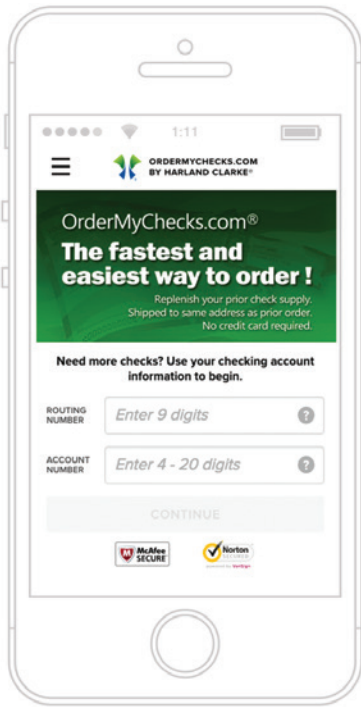
Consider:

- Mobile devices are on target to become the primary internet access tool by 2020²
- Mobile banking has been hailed as “the most important strategic opportunity in retail banking in at least a decade”³
- Mobile transaction growth drives improved efficiency ratios, which means profitability for the financial institution

¹ Based on actual data from website usage

² Price Waterhouse Cooper, “Global entertainment and media outlook 2016-2020,” June 2016

³ Ensor, Benjamin, “Build A World-Class Mobile Banking Strategy,” Forrester, March 15, 2015



OrderMyChecks.com Features

Responsive HTML 5 web design (desktop, tablet, mobile)

Newly designed order flow with fewer order steps

State-of-the-art technology with ultra-fast loading pages

Includes link to classic desktop site to shop the catalog

Applicable elements of WCAG conformance level A

Inline smart help

Clear pricing and itemization of optional features

Given this growing trend, as well as industry interest in supporting mobile banking apps, Harland Clarke has launched a key initiative to improve the mobile check order experience.

We have redesigned the smartphone version of our consumer website, **OrderMyChecks.com**[®], based on client and consumer input. The final product is a mobile-responsive design that delivers a fast and user-friendly experience. Early results show order times are cut in half, resulting in higher order completion rates, orders and customer satisfaction.

Another key benefit of the redesign is increased productivity of branch personnel. Thanks to the improved user-friendliness of the site, more account holders are utilizing the self-service option for reordering their checks, saving branch staff from having to place these orders.

Highlights also include:

- Mobile-optimized screen views and designs that work like typical apps
- Streamlined order flow - orders can be placed in 3 clicks
- No implementation effort required by clients

The mobile version of **OrderMyChecks.com** leads our ongoing improvement plan to provide a streamlined and mobile check order experience to your account holders regardless of the device they are using. All of these improvements are automatic and do not require any action by our clients. Over the next few months we will be phasing in additional improvements for desktop and tablet users as well as the online banking order process and integration to native mobile apps.