

For immediate release

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## **SUZOHAPP again at forefront of the Vendies** **WorldKey Loyalty nominated as Finalist for 'Payment System of the Year' category**

The Vendies, formally the Vending Industry Awards, is the prestigious awards program for the Vending industry, designed to recognize and reward the success, innovation and technology of the past twelve months. Two years ago, SUZOHAPP won the 'Best Payment System' category thanks to its Currenza C<sup>2</sup> that has set the benchmark for coin acceptance and recycling technology. This year, SUZOHAPP has been nominated in the 'Payment System of the Year' category for its WorldKey Loyalty which has been recognized as a major innovation in the field of cashless payment systems.

The WorldKey Loyalty is a new online solution that allows vending operators to communicate directly with their customers and develop loyalty programs. Traditionally, operators have little information on people who use vending machines. WorldKey Loyalty offers, for the first time, a way to learn behaviors and habits of end users and plan one-to-one campaigns via email. The results are increased turnover and more satisfied customers through customized promotions.

"It is an honor to be nominated again this year at the Vendies," explains Nick Norris, UK and Ireland Sales Manager. "It is a fitting reward for our continued focus on bringing innovation to the vending market from which both operators and end users can profit."

Carles Alexandre, Executive Vice President and General Manager of Global Vending, adds, "This is a great team effort and shows yet again how well positioned we are to support vending manufacturers and operators with cash and cashless payment systems."

The Vendies winners will be announced during a ceremony at the Millennium Gloucester Hotel in London on Wednesday, June 28th.



## About SUZOHAPP

SUZOHAPP is a technology company providing software and hardware for cash handling automation and self-service solutions to more than 25,000 customers throughout the world. SUZOHAPP's technology enables automation for customers operating in a variety of end markets, including retail, transportation, gaming, banking, vending and amusement. SUZOHAPP's solutions include cash deposit, recycling, processing and payment systems as well as a broad range of self-service component technologies. The brands of SCAN COIN, Comestero and CashComplete™ are united under the SUZOHAPP Company. SUZOHAPP's more than 1,100 employees operate in 19 countries and its dealer network covers more than 100 countries. More information is available at [www.suzohapp.com](http://www.suzohapp.com). SUZOHAPP is owned by affiliates of ACON Investments, L.L.C., a Washington, D.C.- based international private equity investment firm that has responsibility for managing approximately \$4.4 billion of capital. For more information, visit [www.aconinvestments.com](http://www.aconinvestments.com).

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