

# News Release

**HITACHI**  
Inspire the Next

**FOR IMMEDIATE RELEASE**

**Contacts:**

Thailand: Harucha Ladavalaya  
124 Communications Consulting  
+66 91565 4556  
harucha@124comm.com

Singapore: Vanessa Ng  
Hitachi Asia Ltd.  
+65 6231 2434  
vng@has.hitachi.com.sg



*SR7500(with passbook printer) sold in the Thailand market*

**Hitachi-Omron Terminal Solutions to Expand  
ATM-Related Services Business in Thailand**

*To Start Managed Services that Comprehensively Provide ATM  
Procurement, Installation, Operation, Monitoring and Maintenance  
Services*

**Tokyo, August 25, 2017** --- Hitachi-Omron Terminal Solutions, Corp. ("Hitachi-Omron Terminal Solutions") today announced that it will start a new ATM Managed Services business, which will provide a comprehensive service, from machine procurement and installation to operation, monitoring and maintenance, in response to the increasing need for ATM outsourcing among financial institutions in Thailand, aiming to expand its ATM-related services business in that country.

In Thailand, more than 60,000 ATMs are currently in operation, the second largest number in the ASEAN region. The operation and management costs of ATMs are a heavy burden for financial institutions, and demand for outsourcing the asset holding,

\*1: Results are accurate as of August 2017 after investigation by Hitachi-Omron Terminal Solutions.

**- more -**

installation and operation of ATMs is rising as institutions seek to reduce costs and focus on their core business. The industry is already looking to shared ATMs as a cost-cutting measure.

Hitachi-Omron Terminal Solutions is installing 8,000 Automated Deposit Machines (ADMs), including cash recycling ATMs, which is the top share of installation units\*1 in the Thai market (approximately 80% of the entire market). Since it entered the Thai market in 1990 with its cash dispensing ATM dedicated to withdrawals, Hitachi-Omron Terminal Solutions has been introducing ADMs and cash recycling ATMs. The company has supported the development of the Thai financial infrastructure for over 25 years.

In 2015, Hitachi-Omron Terminal Solutions established a local subsidiary in Thailand, Hitachi Terminal Solutions (Thailand) Co., Ltd. ("Hitachi Terminal Solutions Thailand"), which has built a sales and service system in Thailand and is strengthening contacts with its customers, particularly financial institutions, while making efforts to understand diversifying needs and solve challenges. Not only does the company expand sales of cash recycling ATMs, as the precursor in the industry, it is also expanding the maintenance services business by supporting more than 1,000 ATMs.

In entering into the ATM Managed Services business, Hitachi-Omron Terminal Solutions will cooperate with Hitachi Payment Services Private Limited ("Hitachi Payment Services") of the Hitachi group, which provides payment services mainly in the Republic of India ("India"). Hitachi Payment Services has extensive experience and results in managing approximately 65,000 ATMs, including deposit and cash recycling ATMs, the largest number of managed ATMs in the Indian market. Hitachi Terminal Solutions Thailand will provide its services by tapping its know-how in ATM Managed Services operations as well as its dedicated tools and systems.

In addition, by utilizing its track record and expertise in cash recycling ATMs, which are offered by Hitachi-Omron Terminal Solutions worldwide, as well as the maintenance services infrastructure and system provided by Hitachi Terminal Solutions Thailand, Hitachi-Omron Terminal Solutions will establish the foundation of its ATM Managed Services business in Thailand. Hitachi-Omron Terminal Solutions will continue to satisfy diversifying customer needs cooperatively as the Hitachi Group, harnessing its track record and expertise (such as the number of installed cash recycling ATMs) to provide high value-added solution services and contribute to improved efficiency and service quality at financial institutions.

**Comment from Keita Tada, Managing Director, Hitachi Terminal Solutions Thailand:**

Hitachi-Omron Terminal Solutions is a pioneer in cash recycling ATMs in Thailand and other ASEAN markets. By offering cash recycling ATMs and strengthening maintenance services, it has worked hard to raise the operating rate of cash recycling ATMs and stabilize their operations. In response to the needs of financial institutions,

it will promote the ATM Managed Services business. Utilizing not only its proprietary maintenance system but also the achievements and experience accumulated by Hitachi Payment Services in India, Hitachi-Omron Terminal Solutions will provide services for multi-vendor ATMs, including monitoring and operations.

**Comment from Loney Antony, Managing Director, Hitachi Payment Services:**

Hitachi Payment Services operates close to 65,000 ATMs, including deposit and cash recycling ATMs in India and has strong expertise in ATM management services including ATM deployment, services and transaction processing. Based on our accumulated experience and know-how, we have developed tools and systems for data analysis, location selection, installation, management, monitoring and multi-vendor maintenance, which are required for secure and efficient management of ATMs. Hitachi Payment Services is the partner of choice for Banks in India and we are happy to partner with Hitachi-Omron Terminal Solutions and Hitachi Terminal Solutions Thailand to provide services to financial institutions in Thailand.

**About Hitachi-Omron Terminal Solutions, Corp.**

Hitachi-Omron Terminal Solutions, headquartered in Tokyo, Japan, is member of Hitachi Group and a leading vendor of cash recycling ATMs in the world. Hitachi-Omron Terminal Solutions provides highly reliable ATMs and bank systems that embody real user needs. The company supports a secure, safe, and comfortable society through our prominent technologies and innovative solutions.

For more information about Hitachi-Omron Terminal Solutions, please visit the website at <http://www.hitachi-omron-ts.com/>

For inquiries regarding this matter

<https://www8.hitachi.co.jp/inquiry/hitachi-omron-ts/general/en/form.jsp>

###