



## Research Shows NCR Continues to Lead Global ATM Market

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### **NCR Reaches 22nd Consecutive Year Milestone; Notes Strength in North America, China**

DAYTON, Ohio--(BUSINESS WIRE)--

NCR Corporation (NYSE: NCR) today announced that it continues its automated teller machine (ATM) market leadership position worldwide, reaching yet another milestone as the world's leader in self-service ATMs for the 22nd consecutive year. Two authoritative independent research entities, Retail Banking Research (RBR) and ESP Payments Practice, recently noted NCR's market leadership, including specific notations for North America and China as important areas of strength and opportunity for NCR.

Based upon data gathered directly from bankers and other deployers, RBR's "Global ATM Market and Forecasts to 2013" report confirms NCR as the largest ATM manufacturer globally with an installed base market share of 30.1 percent. RBR also indicates NCR holds a leadership position in China, with an installed base market share of 32 percent, and in the North American market with an installed base market share of 26.4 percent.

Likewise, in the recently released ESP Payments Practice report, "The Future of ATMs: 8th Annual Market Tracking Study," NCR is named the market leader in ATM shipments to the financial industry in the United States. Based on ESP's market research, in 2007 NCR shipped more ATMs to U.S. banks, credit unions and other financial institutions than any other ATM provider worldwide.

"While we are certainly pleased our market leadership continues to be recognized by leading industry experts, what is truly important is that financial institutions continue to value that leadership by turning to NCR as their self-service partner," said Brian Bailey, NCR vice president for Financial Industry Marketing. "In today's challenged markets, financial institutions are using the self-service channel more than ever to capitalize on new consumer demands by offering innovative transactions like deposits, bill payment, statement printing and updating personal particulars, such as address and phone number. NCR is at the forefront of leading this self-service movement."

According to RBR's report, the global ATM market has grown rapidly with Asia Pacific leading ATM growth, taking about one-third of global market share. China, in particular, has shown double-digit growth for the past few years and its growth has dominated the Asia Pacific region. RBR forecasts that the China ATM market will continue to maintain double-digit growth from 2008 to 2013.

NCR notes that while the U.S. migrates to a replacement market, it remains an opportunistic market for the introduction of newer ATM transactions. These transactions will be enabled by the growth of intelligent deposit technology as banks strive to differentiate through convenient and secure financial transactions. The U.S. market currently boasts more than 1,300 ATMs per million people, thereby paving the way for integrated services on the vast U.S. ATM network, whereas in China, with less than 100 ATMs per million population, the primary opportunity remains in new placements.

"Riding on this tremendous market opportunity, NCR is poised to continue our self-service leadership position by delivering innovative solutions that meet local needs," continued Bailey. "One example is the successful global launch of NCR SelfServ(TM), the world's most advanced range of ATMs, achieving significant orders to date from more than 120 financial institutions, including major customers in Australia, Canada, China, Spain and the United States."

#### About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming and public sector organizations in more than 100 countries. NCR ([www.ncr.com](http://www.ncr.com)) is headquartered in Dayton, Ohio.

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Source: NCR Corporation