



ESTA

The Cash Management Companies Association



ESTA Business Conference,
Exhibition and General Assembly

Athens | Greece | 1-3 June 2014



Dear conference participants,

It is with great pleasure that I would like to welcome you to this year's ESTA business conference in Athens, one of the oldest

cities in the world. Contemplating the nature of money, in 350 B.C. the Greek philosopher Aristotle said that every object has two uses, the first being the original purpose for which the object was designed and the secondary conception of the object as an item to sell or barter. 2400 years later, money and cash are still a vital part of society which confirms the importance of our businesses.

The recent update of the cash study report by Market Platform Dynamics, "The future of cash assessment" shows that **the use of cash over the coming decade** in France, Germany, Italy, Poland, Portugal, Spain, Sweden, Turkey, the United Kingdom and the United States **is expected to increase by 1 percent in real terms**. This is slightly less than half the rate of overall economic expansion.

As the relative amount of cash decreases, the cost per processed unit of cash increases which results in greater interest among banks and retailers in outsourcing their cash handling.

This generates a great opportunity for our industry to offer complete and efficient cash handling solutions that **create value for our customers**.

However, the decreasing use of cash also raises the **need for innovation**. This is about finding new ways to increase our operational efficiency, reduce risks and raise service quality. Most importantly though, we must now offer comprehensive solutions from transportation to the processing of cash. This will be the major theme for this conference in Athens.

As the new President of ESTA I am honored to represent our industry and together with you, to work towards our **new vision. ESTA is the European Cash Management Companies Association. ESTA is the recognized voice of the industry ensuring that cash is safe, available and an efficient means of payment.**

I am looking forward to productive discussions and interesting meetings with you, here in Athens.

Jarl Dahlfors
President of ESTA

Welcome



2014 Business Conference

VENUE

Conference sessions: in Olympia A & B, level -1

Exhibition: Olympia Foyer, adjacent to conference hall, level -1

Lunches in Ilissos: semi-ground floor

Welcome Cocktail: Swimming Pool rooftop, Divani Caravel Hotel

Welcome Dinner: Athens View Roof Garden, Divani Caravel Hotel

Gala Dinner: at the Dionysos by the Acropolis

DRESS CODE

Smart casual throughout the conference and evenings

Sunday, June 1, 2014

REGISTRATION

The ESTA welcome desk is located in the lobby of the Divani Caravel Hotel and will be open from 1500 until 2000. We invite you to collect your badge as soon as possible.

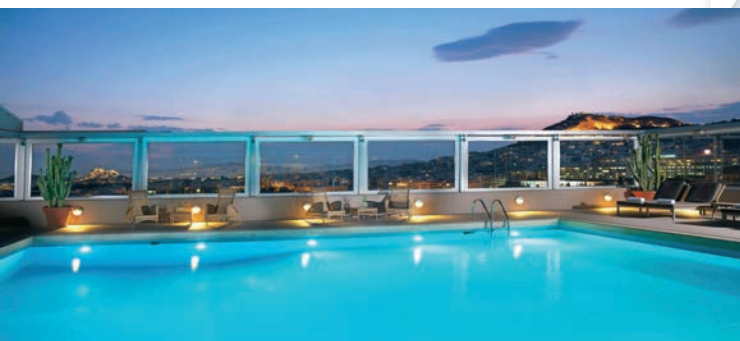
For all registered delegates and partners:

1930 – 2030 **Welcome Cocktail at the Swimming Pool rooftop level**

2030 – 2230 **Welcome Dinner in the Athens View Roof Garden**

The registration desk is open on Monday and Tuesday from 0800 and will be located at the entrance of the conference halls Olympia A and B on level -1.

Venue



Divani Caravel Hotel

Leoforos Vasileos
Alexandrou 2
Athina
Greece



Monday, June 2 - Morning sessions

INNOVATIONS IN CASH MANAGEMENT, FACILITATOR: PAUL HUGHES

- 0900-0920 **Presidential Welcome**
Jarl Dahlfors, President of ESTA
- 0920-0935 **Welcome address by the Central Bank of Greece**
Ioannis N. Leventis, Director, Cash Department
- 0935-1015 *Paul Hughes Introduction to Innovation – Ten meters of thinking*
- 1015-1035 **European Central Bank update**
Ton Roos, ECB Director Banknotes
- 1035-1055 **European Commission update**
*Rüdiger Voss, Head of Section, Eurocash and Legal Issues,
Financial Institution and Stability Mechanisms Unit, DG ECFIN,
European Commission*
- 1055-1105 Q&A
- 1105-1130 COFFEE**
- 1130-1230 **Cash Management Solutions and Discussion**
Nokas and ATMs
Kjetil Ellestad, Director of Cash Management Services, Nokas
Prosegur services for Banks
Achim Boers, Director of Innovation, Prosegur
- 1230-1400 LUNCH**

Sessions



Monday, June 2 - Afternoon sessions

INNOVATIONS IN CASH MANAGEMENT, FACILITATOR: PAUL HUGHES

- 1400-1600 **Cash Management Solutions and Discussion**
Automated cashier positions for major retailers
Patrice Moreau, Marketing Director, Brink's France
G4S – Success factors of retail cash innovation
Alistair Fowler-Marson, Global Director - Retail Solutions, G4S
COOP innovations with Loomis
Anders Jonasson, Chief Security Officer COOP
- 1600-1615 *Paul Hughes wrap up*
- 1615-1645 COFFEE**
- 1700-1730 **ESTA Annual General Assembly** (*Effective members only*)

Monday, June 2 - Evening

EVENING FOR ALL CONFERENCE PARTICIPANTS

- 1900 **Gala Cocktail and Dinner**
Departure from the Divani Caravel Hotel by bus to the Dionysos by the Acropolis
- 2300 **Return**



Tuesday, June 3 - Morning sessions

WHAT WORKS, MODERATOR: TONY SMILLIE

- 0900-0940 **ESTA 2013 Attack and Loss Report**
Tony Smillie, Chair of ESTA Security and Risk Management Working Group
- 0940-1000 Q&A
- 1000-1045 **Insurance Panel Discussion:**
Philip Turner, Managing Director, Marsh
Neil Watson, Executive Director, Willis Fine Art, Jewelry and Specie
Jason Kyd, Assistant Vice President, Great American Insurance
James MacNaughton, Underwriter, Ascot Underwriting Limited

1045-1115 COFFEE

- 1115-1230 **Cash Management Solutions and Discussion**
- Foam in trucks**
Andrzej Momot, Project Manager, Prosegur
- Fishnet in cash centres**
Mikael Hanson, Security Risk Management & Loss Prevention Manager, Loomis
- Fog in cash centres**
François Lagniez, Director of Security and Technical Services, Brink's France
- Tracking devices in cash protection boxes**
Andy Cruickshank, Risk Director G4S Cash Solutions, G4S
- 1230-1245 **Conference Closure**
Jarl Dahlfors, ESTA President

1250 LUNCH

All presentations
made at the
conference will be
available on the
ESTA Events page:
www.esta-cash.eu



The ESTA Board Members

BOARD AND EXECUTIVE COMMITTEE MEMBERS

President: Jarl Dahlfors, Loomis

Executive Vice President: Carlo Weisen, Brinks

Vice President: Paul Edwards, G4S

Treasurer: Luis Oro, Prosegur

Secretary General: Francis Ravez

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About ESTA

ESTA is a non-profit association which was established in Brussels in 1975.

We represent the interests of the cash management sector throughout Europe and count 90% of the European cash management companies as members.

Our main objective is to define and promote our members' joint positions on European policy, in order to improve the quality of the industry.

ESTA's New Vision

ESTA is the European Cash Management Companies Association. ESTA is the recognized voice of the industry ensuring that cash is safe, available and an efficient means of payment.

The key assets of cash are: ■ Availability | ■ Efficiency | ■ Safety

Joint efforts to innovate on these key elements will enable a cash-friendly society.

Cash is efficient, cash is solid, cash is safe, cash is less expensive. Cash means fiscal revenue to our governments, and in uncertain times, cash is a safe haven.

About ESTA



Exhibition 2014

The Exhibition will be held on level -1 in the Olympia Foyer adjacent to the conference hall. It opens at 08.00 and is accessible throughout the whole conference. Do not forget to pay them a visit during the coffee breaks, before and after lunch.

We would like to thank our Adherent members listed below for their participation in the exhibition:



Sponsors

We also wish to thanks our generous sponsors:



*for the
Gala Dinner Cocktail*



*for the
and Welcome Cocktail*

A special thank you to



*who has kindly provided
security and reception desk staff*

Speakers

We would like to express our sincere thanks to all our guest speakers and ESTA members who participated in the different sessions. Their combined efforts and valuable knowledge are what make the success of this 2014 ESTA Conference.

Exhibition





Visit our homepage
for more information

www.apprich-secur.de

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ESTA

The Cash Management Companies Association

List of participants

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|---|---|--|
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| Mathias Appelquist INTER HANNOVER | Jarl Dahlfors LOOMIS GROUP | Paul Hughes TEN METERS OF THINKING |
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Date of closing 19 May 2014

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