

WESTERN UNION®

MONEY TRANSFER

MARKET

With a 160-year history of connecting people when it matters most, Western Union continues to shape the world in which we live.

Western Union offers one of the easiest ways for families and friends to send money and stay connected almost anywhere in the world. It all comes down to the relationships they have established over many years. Western Union takes pride in being close to their consumers. Together with their Agents, they speak their consumers' languages and live in their consumers' neighbourhoods and they share their consumers' cultures. They are a significant part of each other's lives.

Western Union does so much more than simply send money. Every day Western Union help people connect with loved ones around the world by offering a fast, reliable and convenient means of transferring money.

Under its Western Union, Orlandi Valuta and Vigo brands The Western Union Company provides consumers fast, reliable and convenient ways to send and receive money around the world, as well as send payments and purchase money orders. Western Union operates through a network of approximately 455,000 Agent locations in 200 countries and territories.

Western Union helps customers provide for their loved ones almost anywhere in the world. Whether it's for education, healthcare or groceries they offer Consumer-to-Consumer Money-Transfer Services to get resources to members of their customers' families quickly.

ACHIEVEMENTS

Throughout its history Western Union continues to achieve many milestones locally, regionally and internationally. Western Union continued with their strategic initiatives of expanding electronic channels and developing their product portfolio. Western Union recently signed agreements to add on-line banking money transfer to their suite of services offered by US Bank, which is their first such agreement with a Top Ten bank in the US, and with Emirates NBD Bank in the UAE. Western Union further developed their mobile money transfer capabilities across the world with new agreements in the Middle East and Africa, and enablement of more Agent locations for cash to mobile service. In February 2011 Western Union and Etisalat, a leading mobile operator

in Asia, the Middle East and Africa, announced that they have agreed to introduce the Western Union Mobile Money Transfer service in the eighteen countries where Etisalat operates.



HISTORY

For more than 160 years the familiar signs of Western Union have stood as a trusted symbol for connecting friends, family and businesses around the world.

Known today as an innovator in financial services, the Western Union Company has become an industry leader in global money transfer with approximately 455,000 Agent locations in 200 countries and territories. From the roots of their signature telegram business, Western Union expanded and evolved their services in 1871 to offer electronic money transfer. Today Western Union offers money order, money transfer, payment and prepaid services. While the telegram is just a memory, they continue a long history of connecting people around the corner and around the globe



with financial services that are fast, reliable and convenient.

1851:- Western Union was founded in 1851 as the New York and Mississippi Valley Printing Telegraph Company.

1856:- The company changed its name to Western Union in 1856 to mark the consolidation of several telegraph lines in what was then the Western-most reaches of the American telegraph system.

1861:- Western Union completed the first transcontinental telegraph line across North America in 1861.

1869:- The first successful stock ticker was introduced by Western Union in 1869.

1871:- Western Union introduced money transfer in 1871.

1884:- Western Union was one of the original eleven stocks included in the first Dow Jones Average in 1884.

1896:- In 1896 Western Union provided service to Europe, Northern Africa, North and South America, Australia and Asia.

1914:- In 1914 Western Union introduced the first consumer charge card.

1933:- In 1933 Western Union delivered the first singing telegram.

1943:- Western Union pioneered the first commercial inter-city microwave communications system in 1943.

1974:- The first commercial satellite in the US was introduced by Western Union in 1974.

1980:- In 1980 revenue from the money transfer service exceeded telegram service revenue for the first time in Western Union history.

1993:- In 1993 Western Union introduced the first prepaid, disposable telephone card.

2001:- Celebrating its 150-year anniversary, in 2001, Western Union expanded to more than 100,000 Agent locations worldwide.

2010:- In 2010 Western Union completed 214 million consumer-to-consumer transactions worldwide, moving \$76 billion of principal between consumers and 405 million business payments.

PRODUCT

With more and more people leaving their homelands to make a living in other countries, the value of Western Union services increases immensely. The Western Union Company, under the Western Union, Orlandi Valuta and Vigo brands, touches people around the world. They are becoming an integral part of the fabric of local communities everywhere. There

has never been a greater demand for Western Union services. Hundreds of millions of people currently live outside of their home countries and use Western Union® services to remain connected to their families and homelands. Western Union is committed to bringing their service to every corner of the world.

Consumer-to-consumer service

Western Union Consumer-to-Consumer service allows people to send and receive money worldwide; primarily through a global network of third-party Agents who use their multi-currency money transfer processing systems.

Western Union offers consumers a variety of ways to send money through Western Union, Orlandi Valuta and Vigo Agents worldwide. There is an Agent location nearly everywhere - from the biggest cities to the most remote towns. In many countries, Western Union also offers the ability to send money over the Internet or the telephone using a credit or debit card.

Consumer-to-business service

Western Union Consumer-to-Business service provides consumers with fast, flexible and convenient ways to send bill payments.

Western Union offers several electronic and cash payment options that allow their consumers to send bill payments on a one-time or recurring basis.

Business-to-business service

Western Union helps companies compete globally. Through a strong focus on international payment services and a deep expertise in the foreign exchange industry, Western Union designs solutions with individuals' business in mind. Western Union's international banking relationships and tailored solutions put them in a unique position to provide businesses with more options and opportunities.

RECENT DEVELOPMENTS

CORPORATE CITIZENSHIP

Western Union global corporate citizenship is their commitment to enrich the lives of global citizens by expanding economic opportunity. Through initiatives like the Western Union Our World and Our Family programme they are able to put their values into action. Western Union's corporate citizenship efforts focus on three primary areas:

Supporting Cultural Inclusion:

Western Union recognises the importance of helping individuals and families build strong communities, in which all members can contribute their distinctive talents and feel at home.

Creating Pathways to Opportunity:

Western Union helps diverse individuals and communities around the world realise their tremendous potential with scholarships supporting financial literacy, entrepreneurship, job training and other skills necessary on the journey to a better life.

Fostering Hope in the Developing World:

Western Union supports economic development and opportunities with infrastructure development,

community centres and access to technology.

Together with their Foundation, and their Agents, Western Union strives to leverage their global reach, knowledge and leadership in diverse communities. This allows them to serve as a resource, advocate and trusted partner with their consumers, grassroots and community organisations, development agencies and policy makers.

Western Union has a rich and consistent history of giving back in the communities where they live and work:

- They have a passion for doing the right things for their people, consumers, and society. They provide value through the jobs they create and the programmes they support.
- Their citizenship efforts help to amplify the impact of remittances, a powerful force for social good.
- Their employees contribute their time, talents and resources to benefit local communities worldwide.

In April 2011 Western Union and the Western Union Foundation announced a series of grants and donations to provide critical support for communities devastated by natural disasters and humanitarian crises in the first quarter of 2011. The Western Union family - including the company, its employees, Agents and Foundation - has committed nearly \$1 million in global disaster relief since the first of the year. Contributions support eight separate events of varying severity, including the recent devastating earthquake and tsunami in Japan and the humanitarian crisis at Libya's borders.

Through Western Union's Our World, Our Family® signature programme, the Western Union Foundation supports initiatives to empower people through access to economic opportunity. Recognised

by the Committee Encouraging Corporate Philanthropy in 2009, the programme is a five-year, \$50 million commitment reflecting efforts made by Western Union employees, Agents and partners around the world. Since its inception the Western Union Foundation has awarded more than \$71.7 million in grants to more than 2010 nongovernmental organisations in 104 countries and territories.

BRAND VALUES

Western Union does business each day with absolute integrity, honesty and passion, partnering as a team to meet their consumers' needs.

The values that matter most to Western Union employees shape their core values. They are a part of the fabric of their day-to-day work experience and demonstrate behaviours that foster a positive, inclusive and engaging company culture. Their values define who they are and what they stand for as a company. Living these values is at the heart of all that they do, and is demonstrated every day in their interactions with consumers, colleagues and the global community.



Integrity

Western Union does business each day with an absolute commitment to ethics, honesty and credibility. Their employees and Agents foster trust, so their consumers are confident their transactions are fast and reliable.

Partnership

Western Union's partnerships with employees, Agents and organisations that support their business are critical to their success. These partnerships enable them to better understand their consumers in order to deliver services that meet or exceed their needs and their shareholders' expectations.

Opportunity

Western Union develops their people through new opportunities and challenges; they recognise and reward high performers; they embrace diversity and varied perspectives; and they respect the commitment their people make to their business, their families and society.

Passion

Western Union are passionate about their business, doing the right thing for their people and proud to enable their consumers to achieve their dreams. They lead by example in giving back to the communities they serve and improving their world.

Teamwork

Western Union is one team, working together for one world. They have a dynamic and inclusive work environment where their people share the desire to win.

www.westernunion.com

Things you didn't know about WESTERN UNION

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