



SWORD

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Sword Apak

Mazda selects Sword Apak to support its Wholesale Finance operations in Switzerland

Mazda has selected financial systems specialists, Sword Apak (part of the Sword Group), to support its wholesale finance technology requirements in Switzerland. Sword Apak's leading stock finance system, WFS, will provide Mazda dealers with a flexible, web based and highly functional dealer floorplanning solution.

Colin Maddocks, Network Development Director for Mazda Europe commented: "Mazda is becoming a franchise of choice for dealers, based on treating our dealers as partners, being easy to do business with and helping dealers improve their return on investment by having lower cost and cash requirements in the franchise. Sword Apak's new wholesale funding system provides Mazda with a sophisticated 'On Demand' service that will support our dealers' specific country requirements for local currency and language. WFS has been designed to be highly dealer responsive using a 'self-service' approach that will help dealers manage and administer their wholesale financing. We are confident that the Sword Apak system will continue to deliver the high standards of dealer service of which we are proud".

Mazda dealers in the UK are already using Sword Apak's system, which has recently gone live following the appointment of Santander Consumer as the new finance provider for Mazda Motors UK. Dealers use WFS to maintain and manage their accounts online through real time views of their inventory, available credit, vehicle details and history, whilst using the system's Bank Calendar to view all past and future financial information. Mazda itself will provide financing in Switzerland, where WFS will be implemented in May this year.

Tony Allen, Business Unit Director for Sword Apak, views the latest WFS implementation as further evidence of Sword Apak's growing reputation as the leading, worldwide provider of wholesale finance technology and importantly as another significant 'win' given the present economic climate: "We are delighted to announce our latest success following the agreement with Mazda, which strengthens Sword Apak's position as the recommended global industry supplier for 'best of class' floorplanning technology".

"Mazda's decision is also reflective of the increasing willingness of asset finance providers to invest in long-term, cost saving technology to help offset some of the negative impact on margins presented by these challenging times" added Allen.

Notes to Editor over

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Colin Maddocks, Network Development Director for Mazda Europe

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About Sword Apak

Sword Apak has over 30 years' experience of providing specialist Wholesale Floorplanning solutions. Supporting over 6000 dealers in more than 20 countries, Sword Apak is recognised as a worldwide market leader in systems for the asset-based finance sector. Sword Apak's global Floorplanning software is used by major financial institutions, processing €15 billion worth of direct debits and credits each year through our hosted systems technology.

Please visit www.sword-apak.com for more information.

About Sword Group

Sword Group (NYSE Euronext: FR0004180578 SWP) delivers high value business applications to the world's largest companies globally. With operations in 37 countries, Sword today employs over 2000 people and generates more than €200m in consolidated revenue.

An international leader in the delivery of Business Process Improvement solutions, Sword's skills, infrastructure and experience help our customers across regulated industries optimise performance, increase efficiencies and maximise return on investment.

With flexible delivery options, including On Demand and On Premises, combined with our extensive industry expertise, Sword provides comprehensive support to customers across insurance & healthcare, energy, banking & finance, telecoms, utilities, engineering & construction and the public sector.

For more information, please visit www.sword-group.com

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