

FOR IMMEDIATE RELEASE

HALCOM REVENUE GROWTH INCREASES IN 2007

LJUBLJANA, 22 January 2008 – Halcom’s solutions are used by 59 banks, 3 central banks and more than 90,000 companies, which puts it at the top among payment system solution providers in the Central and South Eastern European region. In 2007 the company demonstrated exceptionally high consolidated revenue growth from sales – from 16% in 2006 to 28% in 2007.

Halcom’s gross consolidated revenue growth in 2007 is a result of both good sales figures for existing products and growth in sales of new solutions. Among the most important existing products are Hal E-Bank Internet banking solutions - chosen by five new banks in 2007 - and Hal E-Clearing clearing solutions, which Halcom will be implementing in two new major projects. Among new products that attracted the most company interest the stand-outs were the Hal E-Invoices electronic invoice distribution solution and 1-2-3 Pay mobile payment system. In March, the latter earned Halcom the Best Entrepreneurial Solution of 2007 award given by the daily Finance.

Improved Sales Processes are Showing Results

“This kind of sales growth is the result of a better understanding of customer needs and successful implementation of the reorganization of company sales processes,” says Mirko Mušič, a member of the company’s management board. In 2007 Halcom’s sales team introduced revised sales processes based on the guidelines of CustomerCentric Selling (CCS). Intensive training of the sales team took place in late 2006 and was led by instructors Steve Bosworth and Mike Kenney, assisted by a team of four trainers from Italy and the UK. Halcom’s management opted for the CCS methodology after examining several case studies on the success of international companies which have made use of CCS in the past. After successful reorganization of its sales processes in line with CCS, Halcom’s management is of the opinion that CCS is especially well-suited to companies that “similarly to Halcom are present in industries with longer sales cycles and work with customers with complex decisions-making processes”.

About Bosworth & Kenney

Bosworth & Kenney is a CustomerCentric Systems Affiliate that helps companies to create targeted sales-ready messaging® using the CustomerCentric Selling® Process. The company works with businesses to develop a sales-ready message map that effectively positions their unique and compelling “selling story.” For further information visit Bosworth & Kenney at www.Bosworth-KenneySelling.com.

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