

## 4Q09 Conference Call

February 1, 2010

### Portuguese

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Code: Redecard

### English

12:00 am (BRT) | 9:00 am (US ET)  
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In R\$, unless otherwise specified	4Q09
Last price	29.00
Av. daily trading volume (R\$ million)	80.6
Number of outstanding shares (thousand)	672,970.7
Net income per share	0.5961
Recurring net income per share	0.5980
Market capitalization (R\$ billion)	19.5

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## REDECARD ANNOUNCES RECURRING NET INCOME OF R\$ 1,395.9 MILLION IN 2009, AN INCREASE OF 26.5% IN RELATION TO 2008.

### HIGHLIGHTS: 4Q09 vs 4Q08

- ✓ **Net Income of R\$ 401.1 million**, 5.7% growth compared to 4Q08.
- ✓ **Recurring Net Income of R\$ 402.5 million**, an increase of 17.3% compared to 4Q08.
- ✓ **Recurring Net Margin of 46.3%**, compared to 44.2% in 4Q08.
- ✓ **Adjusted EBITDA of R\$ 626.3 million**, an increase of 16.3% over the figure for the same period of 2008.
- ✓ **Net Operating Revenue of R\$ 868.8 million**, 11.9% of growth compared to 4Q08.

### HIGHLIGHTS: 2009 vs 2008

- ✓ **Net Income of R\$ 1,394.6 million**, 16.6% growth compared to 2008.
- ✓ **Recurring Net Income of R\$ 1,395.9 million**, an increase of 26.5% compared to 2008.
- ✓ **Recurring Net Margin of 45.4%**, compared to 42.6% in 2008.
- ✓ **Adjusted EBITDA of R\$ 2,199.0 million**, an increase of 24.4% over the figure for the same period of 2008.
- ✓ **Net Operating Revenue of R\$ 3,077.1 million**, 18.9% of growth compared to 2008.

**São Paulo, January 29, 2010** – Redecard (Bovespa RDCD3), a multibrand merchant acquirer for credit, debit and benefit cards and one of the industry leaders in the Brazilian payment card market, hereby announces its results for the fourth quarter of 2009. In addition to the acquiring merchants and the capturing, transmission, processing and settlement of credit and debit card transactions, the company offers its clients other products and services, such as the renting of POS devices (equipment for the electronic registration and transmission of transactions), prepayment to merchants of receivables on sales paid by credit card, check verification service using the POS device, as well as the registration and transmission of transactions using benefit vouchers or private label cards. The company's audited financial statements are prepared in accordance with the accounting principles adopted in Brazil (Brazilian GAAP), based on Brazilian Corporate Legislation, CVM (Brazilian Securities Commission) regulations and the accounting rules and standards laid down by IBRACON (Brazilian Institute of Accountants).

Indicator	Unit	4Q09	4Q08	4Q09 vs 4Q08	2009	2008	2009 vs 2008
<b>Net Operating Revenue</b>	R\$ million	868.8	776.4	11.9%	3077.1	2588.8	18.9%
<b>Adjusted EBITDA</b>	R\$ million	626.3	538.7	16.3%	2199.0	1767.4	24.4%
<b>Recurring Net Income</b>	R\$ million	402.5	343.1	17.3%	1,395.9	1,103.4	26.5%
<b>Recurring Net Margin</b>	percentage	46.3%	44.2%	+2.1 p.p.	45.4%	42.6%	+2.7 p.p.
<b>Credit Cards:</b>							
Financial Volume	R\$ million	29,273	24,126	21.3%	98,651	82,941	18.9%
No. of Transactions	million	285.6	249.6	14.5%	1017.2	898.0	13.3%
<b>Debit Cards:</b>							
Financial Volume	R\$ million	14,691	12,603	16.6%	49,306	42,273	16.6%
No. of Transactions	million	275.1	243.7	12.9%	968.8	851.3	13.8%

## MANAGEMENT DISCUSSION AND ANALYSIS

### 4<sup>th</sup> QUARTER 2009

Redecard captured R\$ 44.0 billion of credit and debit card transactions during the fourth quarter of 2009, which represents an increase of 19.7% in relation to the same period in 2008.

The Net Operating Revenue for the quarter was R\$ 868.8 million, which represents an increase of 11.9% in relation to 4Q08. The Cost of Services Rendered in the quarter presented a decrease of 0.4%, compared to 4Q08, while the total number of credit and debit card transactions grew by 13.7% in the same period, reflecting price renegotiations with suppliers and adjustments in internal processes. This resulted in a total cost per transaction of credit and debit card of R\$ 0.2961, an 12.4% nominal reduction in relation to 4Q08. Operating Expenses were 8.1% higher than the same period last year, partly due to the marketing campaign to position the Redecard brand.

The Company's recurring Net Income for the quarter reached R\$ 402.5 million, representing a 17.3% increase in relation to 4Q08.

### 2009 – Year

Redecard recorded R\$ 148.0 billion in credit and debit card transactions in 2009, in line with Company expectations of 18.9% growth in financial volume for credit card transactions and 16.6% growth for debit card transactions. The net merchant discount rate was 147 bps and 79 bps for credit and debit transactions, respectively. Prepayment volume reached 23.4% of total financial volume for credit card transactions, and Capex totaled to R\$ 136 million for the year. The table below shows a comparison between the company's forecasts and the actual figures for the period:

Items	Outlook (approximate)	Actual Jan-Dec 09	Criteria
Transaction Value			
- Credit Cards	17 - 19%	18,9%	Transaction value growth
- Debit Cards	16 - 18%	16,6%	
Net MDR (Merchant Discount Rate)			
- Credit Cards	146 bps	147 bps	MDR less Interchange Fee
- Debit Cards	78 bps	79 bps	
Volume of Prepayment	21 - 23%	23,4%	As a percentage of Credit Card transaction value
CAPEX (R\$ million)	R\$ 170 million	R\$ 136 million	Capital Expenditures in 2009

The Company ended 2009 with recurring net income of R\$ 1,395.9 million, a 26.5% increase compared to 2008, due to 18.9% growth in net operating revenue and a 6.2% increase in costs and expenses. Recurring net margin came to 45.4%.

In 1Q09, Redecard underwent a major reorganization of its shareholding structure as a result of the sale of the stake held by Citibank, one of the Company's three founding controlling shareholders. This operation was executed via a secondary stock offering in BM&FBovespa. The Company's current shareholding structure is comprised of Itau Unibanco as controlling shareholder and minority shareholders who hold shares traded on the BM&FBovespa. In addition, the Company also sought greater efficiency and optimization of its internal structures by merging the Operations and Technology divisions and, more recently, restructuring the Executive Commercial division.

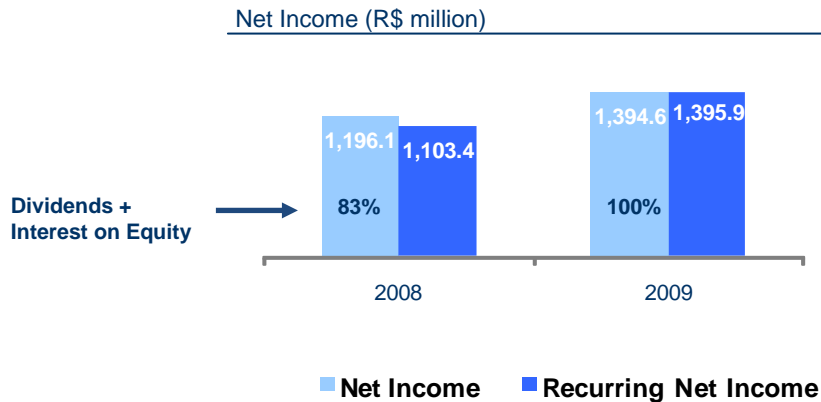
In 2009, the regulatory framework governing the electronic payments sector was widely debated by industry agents. On March 31, 2009, the Brazilian Central Bank ("BCB"), in conjunction with the Secretary of Economic Law ("SDE") and the Secretary for Economic Monitoring ("SEAE") issued a Report on the Payment Card Industry. On June 30, 2009, responses, including that of the Brazilian Association of Credit Card Companies and Services (ABECS), were sent to the BCB. On October 1, 2009, the BCB, SDE and SEAE published their final recommendations, which included the following: (i) liberalization of licensing activities; (ii) interoperability of POS ("point of sale" transaction processing terminals); (iii) neutrality in compensation and liquidation activities; (iv) strengthening of the Brazilian debit card network (v) transparency in setting the interchange rate. Finally, on December 3, 2009, ABECS sent the BCB a self-regulation proposal, which is awaiting approval.

In this context, and in preparation for this new competitive landscape, the Company strengthened its Value Proposition, focusing on the following points:

1. Security Comes First: Redecard's POS network is totally compatible with smart card technology and has an average age under than three years. All debit card transactions authorization are PIN based. Moreover, in September of 2009, the Company became the first acquirer in South America to obtain the PCI DSS (Payment Card Industry Data Security Standard) certification. The certification was created by the PCI SSC, an association founded by the largest international payment card brands aimed at increasing the security of electronic transactions and protecting cardholder data.

2. **Multibrand Acquirer:** Redecard is currently Brazil's only licensed multibrand acquirer and has been engaged in a major marketing campaign to position its brand since August of 2009. This marketing campaign features ads in printed and electronic media, including radio and television spots. The primary emphasis of the campaign is Redecard's status as Brazil's only multibrand acquirer. The ads feature the phrase "the most democratic POS in Brazil," a reference to the multiple brands processed by its terminals. In 2009, the Company closed deals with Cabal and Discover brands, in addition to the Valecard benefit (voucher) card. Including these new licenses, Redecard is currently able to process transactions from five credit/debit card brands and 11 benefit cards. With a flexible IT architecture in place, the Company is preparing to process Visa transactions beginning in July of 2010.
3. **Prepayment:** Prepayment transactions are part of Redecard's core business and provide convenience to its affiliated merchant base, which can apply for prepayment via several channels, including the Internet, call center and automatically. In 2009, the Company's prepayment volume reached R\$ 23.0 billion, 19.7% higher than in 2008.
4. **Innovation:** Redecard values innovation in its electronic payment solutions via products and services, such as mobile payment, contactless payment, mobile phone top-up, e-commerce, check verification and cashback. In November, the Company in partnership with MasterCard, launched the PayPass product in Rio de Janeiro. PayPass is an ideal product for making small payments in high-traffic venues, such as public transportation and fast food restaurants. Redecard is also developing the use of cards in new segments, such as the medical, dental, wholesalers distribution and education.

Consistent with its goal of creating shareholder value, the Company distributed on August 10, 2009 dividend payments equal to R\$0.9414/share and interest on equity corresponding to R\$0.0399/share. The total equaled a distribution of R\$660.4 million, which represented 100% of earnings in the first half of 2009. On February 12, 2010, Redecard will make payments of interest on equity equal to R\$0.0387/share which combined with proposed dividends of R\$ 708.1 million, would represent a total distribution of R\$ 734.1 million, once again, equivalent to 100% of earnings in the second half of 2009.



Sustainability and Awards

Throughout 2009, the Company remained committed to fulfilling its role as a sustainable corporation, whose corporate governance practices and social/environmental responsibility were recognized by the Brazilian and international capital markets. Redecard was the only Brazilian company in 2009, to join the Dow Jones Sustainability World Index (“DJSI World”) and the BM&FBovespa Corporate Sustainability Index (ISE) for the 2009/2010 editions. The DJSI World is comprised of a select group of 317 companies from 27 countries, of which only seven are Brazilian. The ISE consists of 43 stocks traded by 34 companies in the domestic market committed to corporate governance and sustainable practices.

In 2009, the Company received several important awards from various business groups and major industry publications. The awards recognized the Company’s creative and differentiated initiatives as well as the excellence of its services:

- Best Companies for Shareholders Award 2009 – Category: Market Value Above R\$15 bi (Large Cap) – *Capital Aberto* magazine;
- 100 Most Innovative in IT Award – Services Category: Information Technology – *Information Week* and *Deloitte*;
- *Consumidor Moderno* Excellence in Customer Service Award – Category: B2B – *Consumidor Moderno* magazine;
- Retail Merit Award – Category: Services – Brazilian Confederation of Retail Directors (CNDL);
- Intangibles Brazil Award 2009 – Category: Financial Services Company– *Consumidor Moderno* magazine.

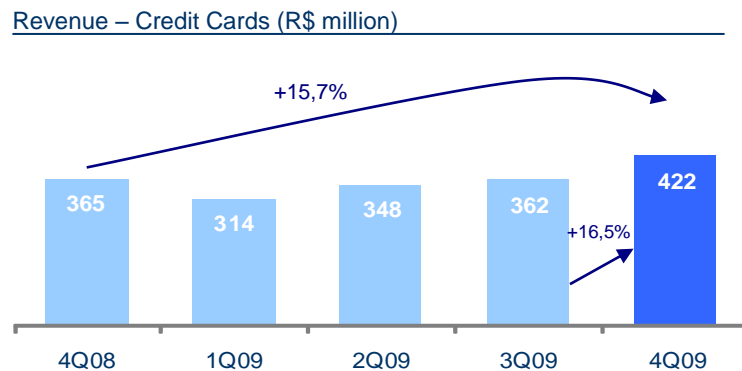
## PERFORMANCE ANALYSIS - 4Q09

### NET OPERATING REVENUE

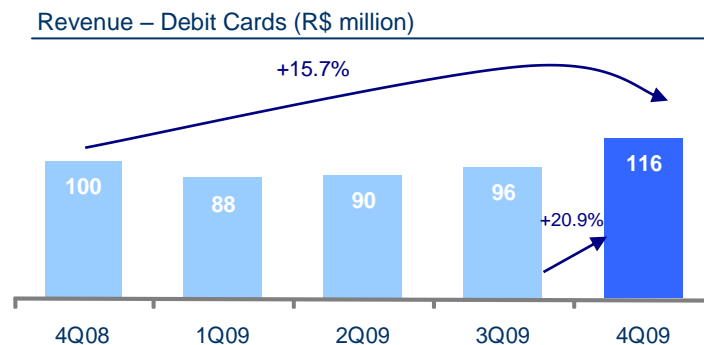
The net operating revenue for the quarter was R\$ 868.8 million, an increase of R\$ 92.3 million, or 11.9%, in relation to 4Q08.

### Gross Operating Revenue

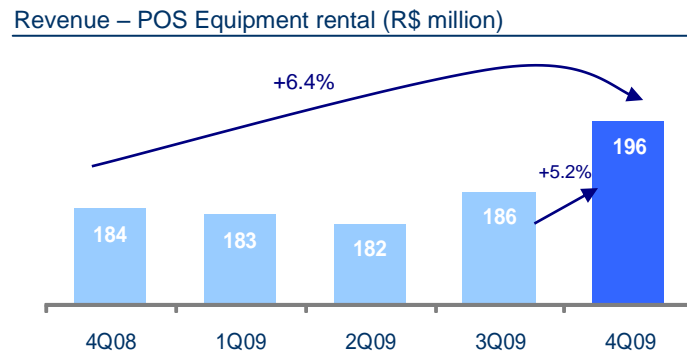
- i) Revenue from credit card transactions: R\$ 421.7 million in the quarter, an increase of R\$ 57.1 million, or 15.7%, compared to 4Q08, due to the combination of (i) a 21.3% increase in the total financial volume of transactions and (ii) a negative variation in the net average discount rate from 1.51% to 1.44%.



- ii) Revenue from debit card transactions: R\$ 116.1 million in the quarter, an increase of R\$ 15.7 million, or 15.7%, compared to 4Q08, mainly due to a 16.6% increase in the total financial volume of transactions.



- iii) Revenue from POS equipment rental: R\$ 195.9 million in the quarter, an increase of R\$ 11.7 million, or 6.4%, compared to 4Q08 and 5.2% in relation to 3Q09. The base of installed POS as of December 31, 2009 was 986,551 units, 11.1% superior to the base of December 2008.



- iv) Other revenues: R\$ 30.4 million in the quarter, an increase of R\$ 2.9 million, or 10.6%, compared to 4Q08. These revenue items include: (a) check verification; (b) capture and transmission services for benefit cards (food and meal vouchers, etc); (c) capture and transmission services for private label cards; (d) lock-in bank domicile revenue charges from issuing banks; among others.

### **Taxes**

The taxes levied on operating revenue in the fourth quarter of 2009, amounted to R\$ 59.6 million, representing an increase of R\$ 3.6 million, or 6.4%, in relation to 4Q08, compared to a 11.9% positive variance in the Net Operational Revenue. This positive variance is mainly a result of reclassification of a portion of the brand fee previously accounted for in costs until September 2009.

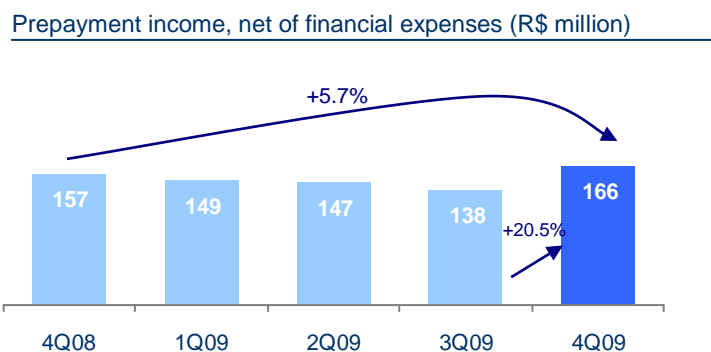
### **Net Financial Revenue**

Net financial revenues include: (i) result of prepayments to merchants; (ii) monetary variations; and (iii) exchange rate variations.

Net financial revenues in 4Q09 were R\$ 164.2 million, an increase of R\$ 8.4 million, or 5.4% compared to 4Q08, mainly due to the result of prepayment to merchants.

Analysis of the Prepayment result:

Prepayment income, net of financial expenses, reached R\$ 166.0 million, a 5.7% increase over 4Q08, as shown in the following chart.



The prepaid amount was R\$ 6.7 billion in 4Q09, equivalent to 22.8% of the total financial volume of the credit card transactions in the period, compared to 20.5% in 4Q08. The change in client mix and the reduction in the reference interest rate in the Brazilian financial market impacted the final result of the pre-payment, despite the larger volumes prepaid in this period when compared to 3Q09 or to 4Q08, as demonstrated in the table below:

Period	Volume (R\$ billion)	Average Term (days)	Prepayment Result (R\$ million)	Volume over Credit Card Transaction (%)
4Q09	6.7	65.2	166	22.8
3Q09	5.9	55.5	138	23.9
4Q08	4.9	52.0	157	20.5

### **TOTAL COST OF SERVICES RENDERED**

#### **Cost of Services Rendered**

The main items in the cost of the services rendered were: (i) fees paid to the Brands; (ii) costs of telecom carriers and of network capture; (iii) data-processing costs; (iv) cost of telecom customer service; (v) POS equipment maintenance costs; (vi) cost of materials used by merchants to capture transactions; and (vii) cost of affiliating new merchants.

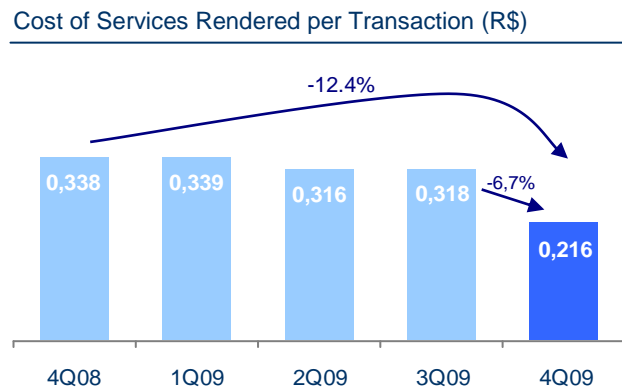
The cost of services rendered was R\$ 135.1 million in 4Q09, a decrease of R\$ 3.0 million, or 2.2%, over 4Q08, despite the 13.7% increase in the total number of credit and debit card transactions.

#### **Depreciation of Equipment**

The Depreciation Expense for equipment was R\$ 31.0 million, an increase of R\$ 2.4 million, or 8.4%, compared to 4Q08. This increase derives mainly from the renewal of the POS equipment base.

#### **Total Cost of Services Rendered**

The total Cost of Services Rendered for the quarter (which includes depreciation) was R\$ 166.0 million, a decrease of 0.4% in relation to that of the 4Q08, whereas the total number of credit and debit card transactions grew by 13.7% in the same period. This resulted in a 12.4% nominal decrease in the cost of services rendered per transaction, compared to 4Q08, reaching R\$ 0.2961, as consequence of process improvement and prices renegotiation with suppliers. The cost per transaction presented a reduction of 6.7% compared to the previous quarter, as shown in the graph below:



***OPERATING EXPENSES******Personnel***

Personnel expenses in the 4Q09 were R\$ 35.5 million, an increase of 7.1% in relation to the 4Q08, due to the collective labor agreement of 5% salary increase granted in August 2009 compared to 8% in August 2008.

***Administrative***

The main administrative expenses were related to: (i) buildings, including rent and maintenance; (ii) maintenance of administrative systems; (iii) outsourced professional services, such as audit, consulting and legal counsel; (iv) travel; (v) office materials, printing and document processing; and (vi) corporate telecommunications.

The administrative expenses for the quarter were R\$ 27.1 million, a decrease of R\$ 2.8 million, or 9.5%, compared to the 4Q08, in line with the Company's expectations.

***Marketing***

Marketing expenses were basically directed to i) electronic payment acceptance incentives, including merchandising materials, as well as promotional activities at the points of sale; and ii) the marketing campaign to position the Redecard brand.

Marketing expenses were R\$ 30.4 million in 4Q09, an increase of R\$ 16.2 million, or 114.4% in comparison to 4Q08, due to the recent marketing campaign.

***Other Operating Expenses (Revenue)***

Other operating expenses and revenues include: (i) operating losses and/or recoveries; (ii) loss provisions in relation to POS equipment rental payments; (iii) amounts designated to cultural initiatives; (iv) other items.

The result for the 4Q09 was a net expense of R\$ 9.5 million, a decrease of R\$ 5.8 million, in relation to 4Q08, resulting from: (i) the variation in loss provision derived from intensive collection for inactive POS rentals, and (ii) increase in the amounts directed to cultural projects supported by the Rouanet Law, sport projects supported by the Amateur Sports Incentive Law and projects under the Minor's Statute of Rights, which resulted in fiscal benefits and consequent income tax savings.

### **RECURRING NET INCOME**

The recurring Net Income for the quarter reached R\$ 402.5 million, a 17.3% increase in relation to R\$ 343.1 million recorded in 4Q08. This result is a combination of the 11.9% growth in Net Operating Revenues and the favourable behaviour of both Cost of Services Rendered and Operating Expenses, which together grew by 2.9% during the period. This enhanced productivity was obtained through process improvements, renegotiation of prices with suppliers and economies of scale, resulting in a recurring Net Margin of 46.3%, an increase in 2.1 percentage points in relation to 4Q08.

### **ADJUSTED EBITDA**

The Adjusted EBITDA comprises the recurring operating income, plus depreciation and amortization, less net financial result, except for the net financial income resulting from prepayment of receivables to merchants, since the company understands that this is part of its operating results.

<b>Adjusted EBITDA</b> (R\$ million)	<b>4Q09</b>	<b>4Q08</b>	<b>Variance</b> <b>(4Q09 x 4Q08)</b>
<b>Net Operating Income</b>	<b>591.7</b>	<b>507.0</b>	<b>16.7%</b>
(+) Depreciation and Amortization	32.9	30.5	7.7%
(-) Net Financial Income	(164.2)	(155.8)	5.4%
(+) Net Prepayment Income	166.0	157.0	5.7%
<b>Adjusted EBITDA</b>	<b>626.3</b>	<b>538.7</b>	<b>16.3%</b>

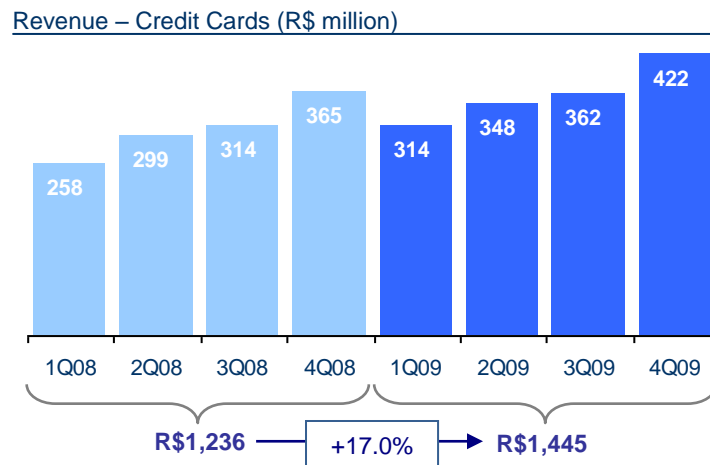
## PERFORMANCE ANALYSIS - 2009

### NET OPERATING REVENUE

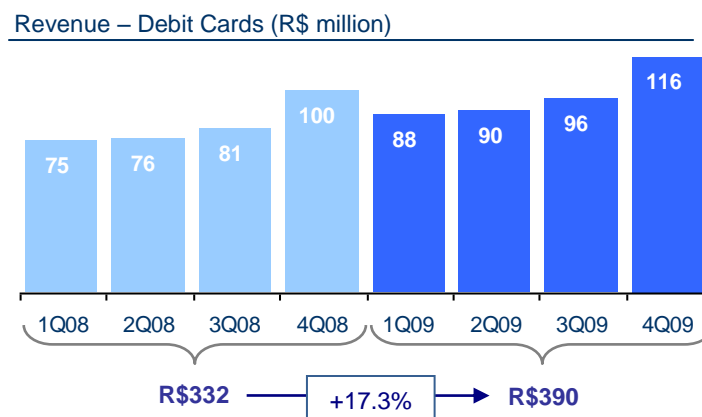
The net operating revenue was R\$ 3,077.1 million in 2009, an increase of R\$ 488.3 million, or 18.9%, in relation to 2008.

#### Gross Operating Revenue

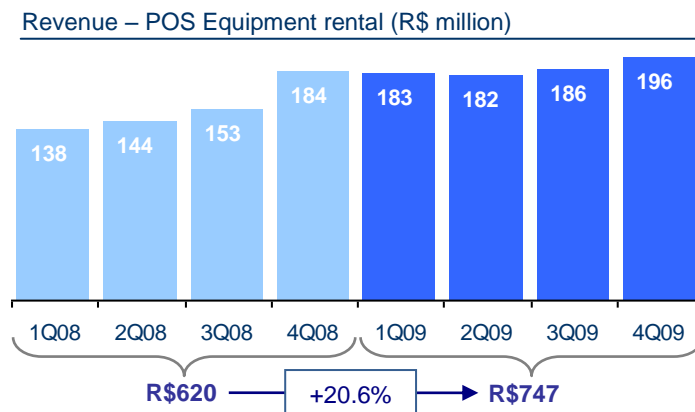
- ii) Revenue from credit card transactions: R\$ 1,445.3 million in 2009, an increase of R\$ 209.7 million, or 17.0%, compared to 2008, due to the combination of (i) a 18.9% increase in the total financial volume of transactions and (ii) a negative variation in the net average discount rate from 1.49% to 1.47%.



- v) Revenue from debit card transactions: R\$ 389.4 million in the year, an increase of R\$ 57.4 million, or 17.3%, compared to 2008, mainly due to a 16.6% increase in the total financial volume of transactions and to a positive variation in the net average discount rate from 0.78% to 0.79%.



- vi) **Revenue from POS equipment rental:** R\$ 747.4 million in the year, an increase of R\$ 127.6 million, or 20.6%, compared to 2008. Certain significant changes in the customer service processes and negotiation with the merchants contributed to this result. The POS installed base as of December 31, 2009 was 986,551 units, 11.1% superior to the base of December 2008.



- vii) **Other revenues:** R\$ 119.0 million in the year, an increase of R\$ 15.7 million, or 15.2%, compared to 2008. These revenue items include: (a) check verification; (b) capture and transmission services for benefit cards (food and meal vouchers, etc); (c) capture and transmission services private label cards; (d) lock-in bank domicile revenue charges from issuing banks; among others.

### Taxes

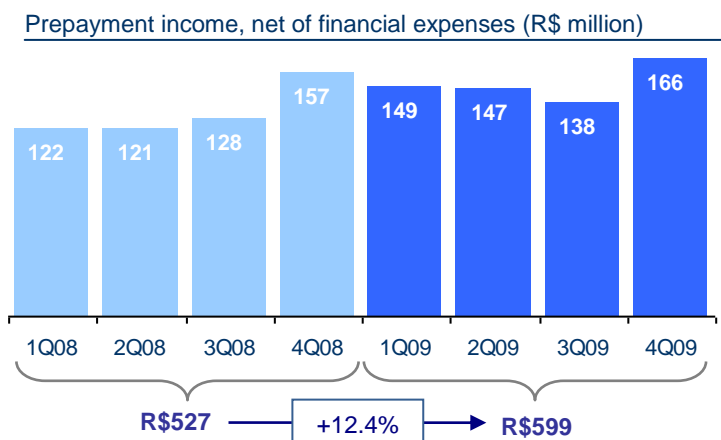
The taxes levied on operating revenue in the year of 2009, amounted to R\$ 218.7 million, representing a reduction of R\$ 2.6 million, or 1.2%, in relation to 2008. This positive variance is a result of the centralization of operations in its headquarters at Barueri city, in São Paulo state in August 2008 and of the reclassification of a portion of the brand fee previously accounted in costs until September 2009.

### Net Financial Revenue

Net financial revenues in 2009 were R\$ 594.8 million, an increase of R\$ 75.3 million, or 14.5%, compared to R\$ 519.5 in 2008, mainly due to the result of prepayment to merchants.

Analysis of the Prepayment result:

Prepayment income, net of financial expenses, reached R\$ 598.9 million, a 13.6% increase over 2008, as shown in the following chart.



The prepaid amount was R\$ 23.0 billion in 2009, equivalent to 23.4% of the total financial volume of the credit card transactions in the period, exceeding the Company expectation of 21.0%.

The change in client mix and the reduction in the reference interest rate in the Brazilian financial market impacted the final result of the pre-payment, despite the larger volumes prepaid in this period when compared to 2008 or to 2007, as demonstrated in the table below:

Period	Volume (R\$ billion)	Average Term (days)	Prepayment Result (R\$ million)	Volume over Credit Card Transaction (%)
2009	23.0	60	599	23.4
2008	19.3	55	527	23.2

### **TOTAL COST OF SERVICES RENDERED**

#### **Cost of Services Rendered**

The main items in the cost of services rendered were: (i) fees paid to the Brands; (ii) costs of telecom carriers and of network capture; (iii) data-processing costs; (iv) cost of telecom customer service; (v) POS equipment maintenance costs; (vi) cost of materials used by merchants to capture transactions; and (vii) cost of affiliating new merchants.

The cost of services rendered was R\$ 510.7 million in 2009, an increase of R\$ 12.4 million or 2.5% over 2008, despite the 13.5% increase in the total number of credit and debit card transactions.

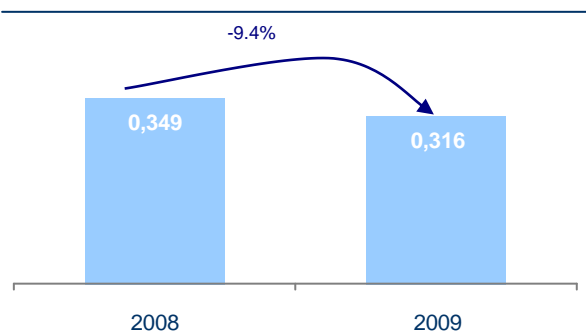
#### **Depreciation of Equipment**

The Depreciation Expense for equipment was R\$ 116.8 million, an increase of R\$ 5.1 million or 4.6%, compared to 2008. This increase derives mainly from the renewal of the POS equipment base.

#### **Total Cost of Services Rendered**

The total Cost of Services Rendered (which includes depreciation) was R\$ 627.5 million in 2009, an increase of 2.9% in relation to that of 2008, whereas the total number of credit and debit card transactions grew by 13.5% in the same period. This resulted in a 9.4% nominal decrease in the cost of services rendered per transaction, compared to 2008, reaching R\$ 0.3160 , as a consequence of process improvements and price renegotiations with suppliers.

Cost of Services Rendered per Transaction (R\$)



***OPERATING EXPENSES******Personnel***

Personnel expenses in 2009 were R\$ 129.1 million, an increase of 5.8% in relation to 2008.

***Administrative***

The main administrative expenses were related to: (i) buildings, including rent and maintenance; (ii) maintenance of administrative systems; (iii) outsourced professional services, such as audit, consulting and legal counsel; (iv) travel; (v) office materials, printing and document processing; and (vi) corporate telecommunications.

The administrative expenses for the quarter were R\$ 103.1 million, a decrease of R\$ 5.4 million or 5.0% compared to 2008, in line with the Company's expectations.

***Marketing***

Marketing expenses were basically directed to i) electronic payment acceptance incentives, including merchandising materials, as well as promotional activities at the points of sale; and ii) the marketing campaign to position the Redecard brand.

Marketing expenses were R\$ 71.1 million in 2009, an increase of R\$ 22.3 million or 45.6% in comparison to 2008, due to the marketing campaign.

***Other Operating Expenses (Revenue)***

Other operating expenses and revenues include: (i) operating losses and/or recoveries; (ii) loss provisions in relation to POS equipment rental payments; (iii) amounts designated to cultural initiatives; (iv) other items.

The result for the 2009 was a net expense of R\$ 41.7 million, an increase of R\$ 16.5 million, in relation to 2008, resulting from: (i) the variation in loss provision derived from intensive collection for inactive POS rentals as of 4Q08, and (ii) increase in the amounts directed to cultural projects supported by the Rouanet Law, sport projects supported by the Amateur Sports Incentive Law and projects under the Minor's Statute of Rights, which resulted in fiscal benefits and consequent income tax savings.

### **RECURRING NET INCOME**

The Recurring Net Income for the year reached R\$ 1,395.9 million, a 26.5% increase in relation to R\$ 1,103.4 million recorded in 2008. This result is a combination of the 18.9% growth in Net Operating Revenues and the favourable behaviour of both Cost of Services Rendered and Operating Expenses, which together grew by 6.2% during the period. This enhanced productivity was obtained through process improvements, renegotiation of prices with suppliers and economies of scale, resulting in a recurring Net Margin of 45.4%, an increase in 274 percentage points in relation to 2008.

### **ADJUSTED EBITDA**

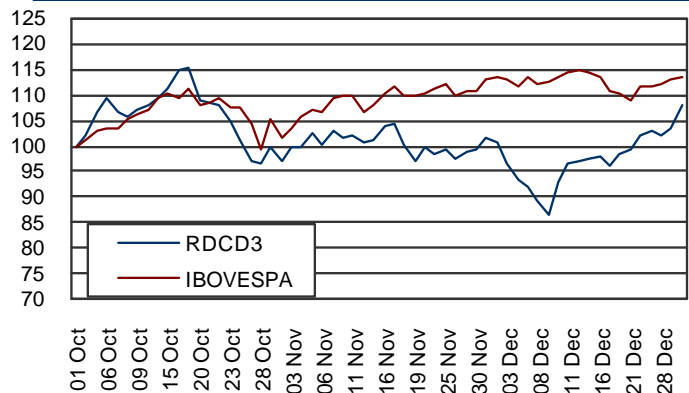
The Adjusted EBITDA comprises the recurring operating income, plus depreciation and amortization, less net financial result, except for the net financial income resulting from prepayment of receivables to merchants, since the company understands that this is part of its operating results.

<b>Adjusted EBITDA</b> (R\$ million)	<b>2009</b>	<b>2008</b>	<b>Variance</b> <b>(2009 x 2008)</b>
<b>Net Operating Income</b>	<b>2,069.5</b>	<b>1,640.3</b>	<b>26.2%</b>
(+) Depreciation and Amortization	125.3	119.4	4.9%
(-) Net Financial Income	(594.8)	(519.5)	14.5%
(+) Net Prepayment Income	598.9	527.1	13.6%
<b>Adjusted EBITDA</b>	<b>2,199.0</b>	<b>1,767.4</b>	<b>24.4%</b>

## STOCK MARKET INDICATORS

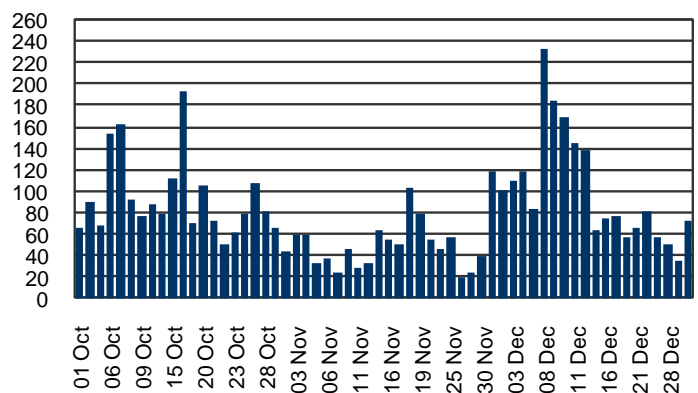
On December 31, 2009, the closing price for Redecard stock was R\$ 29.00, which resulted in a Market Cap of approximately R\$ 19.5 billion. Redecard's common shares appreciated by 6.6% in 4Q09, versus 11.5% appreciation of IBOVESPA's to 68,588 points in the same period. The following table shows the main market indicators in the quarter.

**RDCD3 vs. IBOVESPA (base October 1, 2009 = 100)  
from October to December 2009**

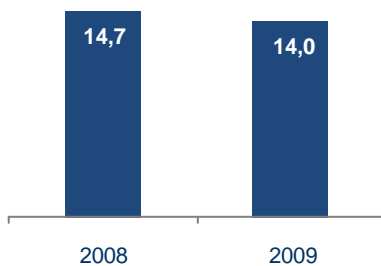


R\$, unless otherwise specified)	4Q09
Closing stock price	29.00
Quarter high	31.01
Quarter average	27.27
Quarter low	23.27
Av. daily trading volume (R\$ million)	80.6
Number of stocks (thousand)	672,970.7
Net Income per share	0.5961
Recurring Net Income per share	0.5980
Market Capitalization (R\$ billion)	19.5

**Average Daily Trading Volume – RDCD3 (R\$ million)**

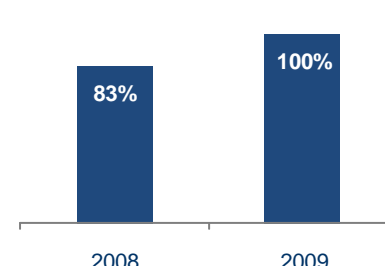


### P/L (Price to Earnings)



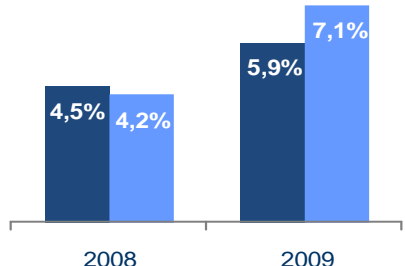
Note: closing stock price dividend by Net Income per share

### Dividend Payout



Note: dividends and interest on equity compared to Net Income

### Dividend Yield



■ Based on stock price at the end of the year  
 ■ Based on stock price at the beginning of the year

## RECURRING INCOME STATEMENT – 4Q09 (R\$ thousand)

	Accounting 4Q09	Reclassifications	Non recurring Adjustments	Recurring 4Q09
Credit	381,815	39,845	-	421,660
Debit	112,685	3,385	-	116,070
Equipment Rental	195,921	-	-	195,921
Other	30,494	(60)	-	30,434
<b>Operating Revenue</b>	<b>720,915</b>	<b>43,170</b>	<b>-</b>	<b>764,085</b>
ISS	(4,618)	-	-	(4,618)
PIS	(9,800)	-	-	(9,800)
COFINS	(45,138)	-	-	(45,138)
<b>Taxes</b>	<b>(59,556)</b>	<b>-</b>	<b>-</b>	<b>(59,556)</b>
<b>Net Financial Revenue</b>	<b>-</b>	<b>164,230</b>	<b>-</b>	<b>164,230</b>
<b>Net Operating Revenue</b>	<b>661,359</b>	<b>207,400</b>	<b>-</b>	<b>868,759</b>
Cost of Services Rendered	(91,903)	(43,170)	-	(135,073)
Depreciation of Capture Equipment	(30,473)	(482)	-	(30,955)
<b>Total Cost of Services Rendered</b>	<b>(122,376)</b>	<b>(43,652)</b>	<b>-</b>	<b>(166,028)</b>
Personnel	(35,454)	-	-	(35,454)
Administrative	(27,061)	-	-	(27,061)
Marketing	(30,370)	-	-	(30,370)
Provision for Profit Sharing	-	(6,750)	-	(6,750)
Depreciation and Amortization	(2,402)	482	-	(1,920)
Other Operating Revenues (Expenses)	(9,870)	-	350	(9,520)
<b>Operating Expenses</b>	<b>(105,157)</b>	<b>(6,268)</b>	<b>350</b>	<b>(111,075)</b>
<b>Financial Income</b>	<b>164,230</b>	<b>(164,230)</b>	<b>-</b>	<b>-</b>
<b>Operating Income</b>	<b>598,056</b>	<b>(6,750)</b>	<b>350</b>	<b>591,656</b>
Other Revenues (Expenses)	17	-	-	17
<b>Income Before Taxes</b>	<b>598,073</b>	<b>(6,750)</b>	<b>350</b>	<b>591,673</b>
Income Tax	(138,652)	-	717	(137,935)
CSLL	(51,528)	-	258	(51,270)
<b>Income Tax and CSLL</b>	<b>(190,180)</b>	<b>-</b>	<b>975</b>	<b>(189,205)</b>
Provision for Profit Sharing	(6,750)	6,750	-	-
<b>Net Income</b>	<b>401,143</b>	<b>-</b>	<b>1,325</b>	<b>402,468</b>

The column "Accounting" reflects CVM instructions concerning financial statements for Redecard SA, together with the results delivered by the Redecard Consortium. To make the results comparable, "Pro Forma" and Non-Recurring adjustments were made, as described below. The figures following the adjustment are entitled "Recurring Results".

**Reclassification:** (i) net financial revenue from prepayment of receivables to affiliated merchants is of an operational nature, since Redecard, as a merchant acquirer, is merely performing in advance its obligation to make financial settlement of transactions for affiliated merchants; (ii) Provision for Profit Sharing, which is considered a part of Redecard's operating results, was reclassified to Operating Expenses; (iii) issuers remuneration was previously accounted in costs until October 2008, and part of brand fee previously accounted in costs until September 2008, both reclassified to maintain the basis for comparison; (iv) commissions paid to merchants regarding mobile phone top-up; (v) signaling services rendered to partner companies; (vi) incentives to Company's partners accounted as expenses and reclassified in costs.

**Non-Recurring:** represents extraordinary (one-timer) revenue and expenses. The 4Q09 results contain four significant and non-recurring figures basically to net expenses with contingent liabilities (reversal of the provisions for PIS and COFINS and payment of income tax and social contribution tax as per fiscal amnesty – law 11941/09)

## RECURRING INCOME STATEMENT – 4Q08 (R\$ thousand)

	Accounting 4Q08	Reclassifications	Non recurring Adjustments	Recurring 4Q08
Credit	354,733	9,822	-	364,555
Debit	100,332	-	-	100,332
Equipment Rental	184,205	-	-	184,205
Other	27,524	-	-	27,524
<b>Operating Revenue</b>	<b>666,794</b>	<b>9,822</b>	-	<b>676,616</b>
ISS	(5,991)	-	-	(5,991)
PIS	(8,916)	-	-	(8,916)
COFINS	(41,066)	-	-	(41,066)
<b>Taxes</b>	<b>(55,973)</b>	-	-	<b>(55,973)</b>
<b>Net Financial Revenue</b>	-	<b>155,802</b>	-	<b>155,802</b>
<b>Net Operating Revenue</b>	<b>610,821</b>	<b>165,624</b>	-	<b>776,445</b>
Cost of Services Rendered	(128,271)	(9,822)	-	(138,093)
Depreciation of Capture Equipment	(28,551)	-	-	(28,551)
<b>Total Cost of Services Rendered</b>	<b>(156,822)</b>	<b>(9,822)</b>	-	<b>(166,644)</b>
Personnel	(33,095)	-	-	(33,095)
Administrative	(29,889)	-	-	(29,889)
Marketing	(14,165)	-	-	(14,165)
Provision for Profit Sharing	-	(8,338)	-	(8,338)
Depreciation and Amortization	(1,970)	-	-	(1,970)
Other Operating Revenues (Expenses)	39,937	-	(55,258)	(15,321)
<b>Operating Expenses</b>	<b>(39,182)</b>	<b>(8,338)</b>	<b>(55,258)</b>	<b>(102,778)</b>
<b>Financial Income</b>	<b>155,802</b>	<b>(155,802)</b>	-	-
<b>Operating Income</b>	<b>570,619</b>	<b>(8,338)</b>	<b>(55,258)</b>	<b>507,023</b>
Other Revenues (Expenses)	(2,080)	-	-	(2,080)
<b>Income Before Taxes</b>	<b>568,539</b>	<b>(8,338)</b>	<b>(55,258)</b>	<b>504,943</b>
Income Tax	(131,896)	-	13,814	(118,082)
CSLL	(48,715)	-	4,973	(43,742)
<b>Income Tax and CSLL</b>	<b>(180,611)</b>	-	<b>18,787</b>	<b>(161,824)</b>
Provision for Profit Sharing	(8,338)	8,338	-	-
<b>Net Income</b>	<b>379,590</b>	-	<b>(36,471)</b>	<b>343,119</b>

The column "Accounting" reflects CVM instructions concerning financial statements for Redecard SA, together with the results delivered by the Redecard Consortium. To make the results comparable, "Pro Forma" and Non-Recurring adjustments were made, as described below. The figures following the adjustments are entitled "Recurring Results".

**Reclassification:** (i) net financial revenue from prepayment of receivables to affiliated merchants is of an operational nature, since Redecard, as a merchant acquirer, is merely performing in advance its obligation to make financial settlement of transactions for affiliated merchants; (ii) Provision for Profit Sharing, which is considered a part of Redecard's operating results, was reclassified to Operating Expenses.

**"Pro Forma":** elimination of any effects of the Redecard Consortium. Since the Operating Income of Redecard Consortium was distributed directly to its members, the income statement of Redecard did not represent the full result of the Company's operations. With the termination of Redecard Consortium on March 31, 2007, the Company assumed all of its activities. For this reason, based on assumptions that management believes to be reasonable, we calculate our "Pro Forma" Net Income, which presents the estimated net income that we would probably have realized had the revenue and expenses, in the respective periods, been fully allocated to Redecard. Thus making comparable the income statements from the periods prior to and subsequent to the termination of the Consortium.

**Non-Recurring:** represents extraordinary (one-timer) revenue and expenses. The 2007 results contain four significant and non-recurring figures: (i) reversal of part of the provisions for excise tax (PIS and COFINS) contingencies in the amount of R\$ 48.0 million; (ii) reversal of part of the provisions for income tax contingencies in the amount R\$ 26.5 million, which includes R\$ 11.8 million directly impacting the income tax line; (iii) in 3Q07, there is the IPO expenses of R\$ 17.6 million were cash discounted from the gross amount of the Primary Offering, and it included commissions (Management, Underwriting and Placement) and CBLC fees; (iv) gross revenue of R\$15.6 million from the sale of MasterCard's shares in December 2007 as a result of Class B Share Conversion Program.

### COMPARISON OF RESULTS – 4Q09 vs. 4Q08 (R\$ thousand)

	4Q09	4Q08	Variance	
			Favorable / (Unfavorable)	
			\$	%
Credit	421,660	364,555	57,105	15.7
Debit	116,070	100,332	15,738	15.7
Equipment Rental	195,921	184,205	11,716	6.4
Other	30,434	27,524	2,910	10.6
<b>Operating Revenue</b>	<b>764,085</b>	<b>676,616</b>	<b>87,469</b>	<b>12.9</b>
ISS	(4,618)	(5,991)	1,373	22.9
PIS	(9,800)	(8,916)	(884)	(9.9)
COFINS	(45,138)	(41,066)	(4,072)	(9.9)
<b>Taxes</b>	<b>(59,556)</b>	<b>(55,973)</b>	<b>(3,583)</b>	<b>(6.4)</b>
<b>Net Financial Revenue</b>	<b>164,230</b>	<b>155,802</b>	<b>8,428</b>	<b>5.4</b>
<b>Net Operating Revenue</b>	<b>868,759</b>	<b>776,445</b>	<b>92,314</b>	<b>11.9</b>
Cost of Services Rendered	(135,073)	(138,093)	3,020	2.2
Depreciation of Capture Equipment	(30,955)	(28,551)	(2,404)	(8.4)
<b>Total Cost of Services Rendered</b>	<b>(166,028)</b>	<b>(166,644)</b>	<b>616</b>	<b>0.4</b>
Personnel	(35,454)	(33,095)	(2,359)	(7.1)
Administrative	(27,061)	(29,889)	2,828	9.5
Marketing	(30,370)	(14,165)	(16,205)	(114.4)
Provision for Profit Sharing	(6,750)	(8,338)	1,588	19.0
Depreciation and Amortization	(1,920)	(1,970)	50	2.5
Other Operating Revenues (Expenses)	(9,520)	(15,321)	5,801	37.9
<b>Operating Expenses</b>	<b>(111,075)</b>	<b>(102,778)</b>	<b>(8,297)</b>	<b>(8.1)</b>
<b>Operating Income</b>	<b>591,656</b>	<b>507,023</b>	<b>84,633</b>	<b>16.7</b>
Other Revenues (Expenses)	17	(2,080)	2,097	N.A.
<b>Recurring Income Before Taxes</b>	<b>591,673</b>	<b>504,943</b>	<b>86,730</b>	<b>17.2</b>
Income Tax	(137,935)	(118,082)	(19,853)	(16.8)
CSLL	(51,270)	(43,742)	(7,528)	(17.2)
<b>Income Tax and CSLL</b>	<b>(189,205)</b>	<b>(161,824)</b>	<b>(27,381)</b>	<b>(16.9)</b>
<b>Net Income</b>	<b>402,468</b>	<b>343,119</b>	<b>59,349</b>	<b>17.3</b>

## RECURRING INCOME STATEMENT – 2009 (R\$ thousand)

	Accounting 2009	Reclassifications	Non recurring Adjustments	Recurring 2009
Credit	1,389,436	55,880	-	1,445,316
Debit	385,989	3,385	-	389,374
Equipment Rental	747,400	-	-	747,400
Other	119,236	(274)	-	118,962
<b>Operating Revenue</b>	<b>2,642,061</b>	<b>58,991</b>	<b>-</b>	<b>2,701,052</b>
ISS	(17,562)	-	-	(17,562)
PIS	(35,896)	-	-	(35,896)
COFINS	(165,259)	-	-	(165,259)
<b>Taxes</b>	<b>(218,717)</b>	<b>-</b>	<b>-</b>	<b>(218,717)</b>
<b>Net Financial Revenue</b>	<b>-</b>	<b>594,770</b>	<b>-</b>	<b>594,770</b>
<b>Net Operating Revenue</b>	<b>2,423,344</b>	<b>653,761</b>	<b>-</b>	<b>3,077,105</b>
Cost of Services Rendered	(448,992)	(61,687)	-	(510,679)
Depreciation of Capture Equipment	(115,585)	(1,216)	-	(116,801)
<b>Total Cost of Services Rendered</b>	<b>(564,577)</b>	<b>(62,903)</b>	<b>-</b>	<b>(627,480)</b>
Personnel	(129,127)	-	-	(129,127)
Administrative	(103,124)	-	-	(103,124)
Marketing	(71,120)	-	-	(71,120)
Provision for Profit Sharing	-	(26,555)	-	(26,555)
Depreciation and Amortization	(9,725)	1,216	-	(8,509)
Other Operating Revenues (Expenses)	(44,697)	2,696	350	(41,651)
<b>Operating Expenses</b>	<b>(357,793)</b>	<b>(22,643)</b>	<b>350</b>	<b>(380,086)</b>
<b>Financial Income</b>	<b>594,770</b>	<b>(594,770)</b>	<b>-</b>	<b>-</b>
<b>Operating Income</b>	<b>2,095,744</b>	<b>(26,555)</b>	<b>350</b>	<b>2,069,539</b>
Other Revenues (Expenses)	209	-	-	209
<b>Income Before Taxes</b>	<b>2,095,953</b>	<b>(26,555)</b>	<b>350</b>	<b>2,069,748</b>
Income Tax	(491,660)	-	717	(490,943)
CSLL	(183,178)	-	258	(182,920)
<b>Income Tax and CSLL</b>	<b>(674,838)</b>	<b>-</b>	<b>975</b>	<b>(673,863)</b>
Provision for Profit Sharing	(26,555)	26,555	-	-
<b>Net Income</b>	<b>1,394,560</b>	<b>-</b>	<b>1,325</b>	<b>1,395,885</b>

The column "Accounting" reflects CVM instructions concerning financial statements for Redecard SA, together with the results delivered by the Redecard Consortium. To make the results comparable, "Pro Forma" and Non-Recurring adjustments were made, as described below. The figures following the adjustment are entitled "Recurring Results".

**Reclassification:** (i) net financial revenue from prepayment of receivables to affiliated merchants is of an operational nature, since Redecard, as a merchant acquirer, is merely performing in advance its obligation to make financial settlement of transactions for affiliated merchants; (ii) Provision for Profit Sharing, which is considered a part of Redecard's operating results, was reclassified to Operating Expenses; (iii) issuers remuneration was previously accounted for in costs until October 2008, was now reclassified to maintain the basis for comparison; (iv) commissions paid to merchants regarding mobile phone top-up; (v) signaling services rendered to partner companies; (vi) incentives to Company's partners accounted as expenses and reclassified in costs.

**Non-Recurring:** represents extraordinary (one-timer) revenue and expenses. The 2009 results contain four significant and non-recurring figures basically to net expenses with contingent liabilities (reversal of the provisions for PIS and COFINS and payment of income tax and social contribution tax as per fiscal amnesty – law 11941/09)

## RECURRING INCOME STATEMENT – 2008 (R\$ thousand)

	Accounting 2008	Reclassifications	Non recurring Adjustments	Recurring 2008
Credit	1,225,781	9,822	-	1,235,603
Debit	331,987	-	-	331,987
Equipment Rental	619,827	-	-	619,827
Other	103,278	-	-	103,278
<b>Operating Revenue</b>	<b>2,280,873</b>	<b>9,822</b>	<b>-</b>	<b>2,290,695</b>
ISS	(55,196)	-	-	(55,196)
PIS	(29,641)	-	-	(29,641)
COFINS	(136,527)	-	-	(136,527)
<b>Taxes</b>	<b>(221,364)</b>	<b>-</b>	<b>-</b>	<b>(221,364)</b>
<b>Net Financial Revenue</b>	<b>-</b>	<b>519,515</b>	<b>-</b>	<b>519,515</b>
<b>Net Operating Revenue</b>	<b>2,059,509</b>	<b>529,337</b>	<b>-</b>	<b>2,588,846</b>
Cost of Services Rendered	(488,456)	(9,822)	-	(498,278)
Depreciation of Capture Equipment	(111,660)	-	-	(111,660)
<b>Total Cost of Services Rendered</b>	<b>(600,116)</b>	<b>(9,822)</b>	<b>-</b>	<b>(609,938)</b>
Personnel	(122,033)	-	-	(122,033)
Administrative	(108,524)	-	-	(108,524)
Marketing	(48,853)	-	-	(48,853)
Provision for Profit Sharing	-	(26,260)	-	(26,260)
Depreciation and Amortization	(7,787)	-	-	(7,787)
Other Operating Revenues (Expenses)	30,139	-	(55,258)	(25,119)
<b>Operating Expenses</b>	<b>(257,058)</b>	<b>(26,260)</b>	<b>(55,258)</b>	<b>(338,576)</b>
<b>Financial Income</b>	<b>519,515</b>	<b>(519,515)</b>	<b>-</b>	<b>-</b>
<b>Operating Income</b>	<b>1,721,850</b>	<b>(26,260)</b>	<b>(55,258)</b>	<b>1,640,332</b>
Other Revenues (Expenses)	84,037	-	(85,265)	(1,228)
<b>Income Before Taxes</b>	<b>1,805,887</b>	<b>(26,260)</b>	<b>(140,523)</b>	<b>1,639,104</b>
Income Tax	(426,123)	-	35,153	(390,970)
CSLL	(157,384)	-	12,654	(144,730)
<b>Income Tax and CSLL</b>	<b>(583,507)</b>	<b>-</b>	<b>47,807</b>	<b>(535,700)</b>
Provision for Profit Sharing	(26,260)	26,260	-	-
<b>Net Income</b>	<b>1,196,120</b>	<b>-</b>	<b>(92,716)</b>	<b>1,103,404</b>

The column "Accounting" reflects CVM instructions concerning financial statements for Redecard SA, together with the results delivered by the Redecard Consortium. To make the results comparable, "Pro Forma" and Non-Recurring adjustments were made, as explained below. The figures following the adjustment are entitled "Recurring Results".

- (1) **Reclassification:** (i) net financial revenue from prepayment of receivables to affiliated merchants is of an operational nature, since Redecard, as a merchant acquirer, is merely performing in advance its obligation to make financial settlement of transactions for affiliated merchants; (ii) Provision for Profit Sharing, which is considered a part of Redecard's operating results, was reclassified to Operating Expenses; (iii) issuers remuneration was previously accounted for in costs until October 2008, was now reclassified to maintain the basis for comparison.
- (2) **"Pro Forma":** elimination of any effects of the Redecard Consortium, which was terminated on March 31, 2007. Therefore no impact on 2008 results.
- (3) **Non-Recurring:** represents extraordinary (one-timer) revenue and expenses. The 2008 results contain a relevant and non-recurring effect of: (ii) revenue from the sale of MasterCard's shares as a result of Class B Share Conversion Program; (iii) R\$ 55.3 million regarding the reversal of ISS provision for POS rental. The Company constituted the provision to pay this tax from November 2001 through July 2003, prior to the Complementary Law ("CL") 116/03. The Company decided to reverse this provision based on legal counsel opinions and the passive jurisprudence of the non application of ISS tax on rentals, reinforced by the mentioned CL.

**COMPARISON OF RESULTS – 2009 vs. 2008 (R\$ thousand)**

	<u>2009</u>	<u>2008</u>	Variance	
			<u>\$</u>	<u>%</u>
Credit	1,445,316	1,235,603	209,713	17.0
Debit	389,374	331,987	57,387	17.3
Equipment Rental	747,400	619,827	127,573	20.6
Other	118,962	103,278	15,684	15.2
<b>Operating Revenue</b>	<b>2,701,052</b>	<b>2,290,695</b>	<b>410,357</b>	<b>17.9</b>
ISS	(17,562)	(55,196)	37,634	(68.2)
PIS	(35,896)	(29,641)	(6,255)	21.1
COFINS	(165,259)	(136,527)	(28,732)	21.0
<b>Taxes</b>	<b>(218,717)</b>	<b>(221,364)</b>	<b>2,647</b>	<b>(1.2)</b>
<b>Net Financial Revenue</b>	<b>594,770</b>	<b>519,515</b>	<b>75,255</b>	<b>14.5</b>
<b>Net Operating Revenue</b>	<b>3,077,105</b>	<b>2,588,846</b>	<b>488,259</b>	<b>18.9</b>
Cost of Services Rendered	(510,679)	(498,278)	(12,401)	2.5
Depreciation of Capture Equipment	(116,801)	(111,660)	(5,141)	4.6
<b>Total Cost of Services Rendered</b>	<b>(627,480)</b>	<b>(609,938)</b>	<b>(17,542)</b>	<b>2.9</b>
Personnel	(129,127)	(122,033)	(7,094)	5.8
Administrative	(103,124)	(108,524)	5,400	(5.0)
Marketing	(71,120)	(48,853)	(22,267)	45.6
Provision for Profit Sharing	(26,555)	(26,260)	(295)	1.1
Depreciation and Amortization	(8,509)	(7,787)	(722)	9.3
Other Operating Revenues (Expenses)	(41,651)	(25,119)	(16,532)	65.8
<b>Operating Expenses</b>	<b>(380,086)</b>	<b>(338,576)</b>	<b>(41,510)</b>	<b>12.3</b>
<b>Operating Income</b>	<b>2,069,539</b>	<b>1,640,332</b>	<b>429,207</b>	<b>26.2</b>
Other Revenues (Expenses)	209	(1,228)	1,437	N.A.
<b>Recurring Income Before Taxes</b>	<b>2,069,748</b>	<b>1,639,104</b>	<b>430,644</b>	<b>26.3</b>
Income Tax	(490,943)	(390,970)	(99,973)	25.6
CSLL	(182,920)	(144,730)	(38,190)	26.4
<b>Income Tax and CSLL</b>	<b>(673,863)</b>	<b>(535,700)</b>	<b>(138,163)</b>	<b>25.8</b>
<b>Net Income</b>	<b>1,395,885</b>	<b>1,103,404</b>	<b>292,481</b>	<b>26.5</b>

## BALANCE SHEET (R\$ thousand)

	12/31/2009 (A)	9/30/2009 (B)	12/31/2008 (C)	Variance (A) x (B)	Variance (A) X (C)
<b>ASSETS</b>					
<b>CURRENT ASSETS</b>					
Cash and cash equivalents	131,088	120,534 0	125,340	8.8%	4.6%
Issuers account receivables	16,904,115	13,494,888 0	14,156,912	25.3%	19.4%
Other account receivables	102,765	96,756 0	82,732	6.2%	24.2%
Advances to third party and employees	433	1,489 0	5,191	-70.9%	-91.7%
Deferred income tax and CSLL	34,904	53,413 0	27,736	-34.7%	25.8%
Advanced expenses	34,703	6,834 0	1,650	407.8%	2003.2%
<b>Total of Current Assets</b>	<b>17,208,008</b>	<b>13,773,914 0</b>	<b>14,399,561</b>	<b>24.9%</b>	<b>19.5%</b>
<b>NON-CURRENT ASSETS</b>					
Deferred taxes	7,124	9,319 0	9,763	-23.6%	-27.0%
Legal deposits	13,330	12,773 0	12,421	4.4%	7.3%
PP&E	221,863	233,808 0	211,722	-5.1%	4.8%
Intangible Assets	8,868	9,633 0	11,139	-7.9%	-20.4%
<b>Total of Non-Current Assets</b>	<b>251,185</b>	<b>265,533 0</b>	<b>245,045</b>	<b>-5.4%</b>	<b>2.5%</b>
<b>Total Assets</b>	<b>17,459,193</b>	<b>14,039,447 0</b>	<b>14,644,606</b>	<b>24.4%</b>	<b>19.2%</b>
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>					
<b>CURRENT LIABILITIES</b>					
Account payables to merchants	15,446,731	12,432,909 0	12,906,968	24.2%	19.7%
Account payables to brand	37,302	33,852 0	33,064	10.2%	12.8%
Suppliers	22,640	9,354 0	13,589	142.0%	66.6%
Labor liability	39,831	36,164 0	42,030	10.1%	-5.2%
Tax liability	193,899	191,204 0	181,959	1.4%	6.6%
Borrowings	186,958	187,087 0	194,546	-0.1%	-3.9%
Dividends	708,094	- 0	464,214	NA	52.5%
Interest on Capital	22,204	- 0	17,868	NA	24.3%
Other liabilities	61,492	66,855 0	38,692	-8.0%	58.9%
<b>Total of Current Liabilities</b>	<b>16,719,151</b>	<b>12,957,425 0</b>	<b>13,892,930</b>	<b>-29.0%</b>	<b>20.3%</b>
<b>NON-CURRENT LIABILITIES</b>					
Provision for contingent liabilities	20,954	27,412 0	28,714	-23.6%	-27.0%
<b>Total of Non-Current Liabilities</b>	<b>20,954</b>	<b>27,412 0</b>	<b>28,714</b>	<b>-23.6%</b>	<b>-27.0%</b>
<b>SHAREHOLDERS' EQUITY</b>					
Shareholders' equity	473,551	473,551 0	473,551	0.0%	0.0%
Earnings Reserve	246,617	246,622 0	248,710	0.0%	-0.8%
Stock held in Treasury	(3,514)	(129)	-	2624.0%	#DIV/0!
Stock Option Plan	2,434	332,973	-	-99.3%	#DIV/0!
Net income	-	1,593 0	701.00	-100.0%	-100.0%
<b>Total Shareholders' Equity</b>	<b>719,088</b>	<b>1,054,610 0</b>	<b>722,962</b>	<b>-31.8%</b>	<b>-0.5%</b>
<b>Total of Liabilities and Shareholders' Equity</b>	<b>17,459,193</b>	<b>14,039,447 0</b>	<b>14,644,606</b>	<b>-24.4%</b>	<b>19.2%</b>

## CASH FLOW STATEMENT - (R\$ thousand)

	<u>31/12/09</u>	<u>31/12/08</u>
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>		
Net income for the period before taxes	2,069,398	1,779,627
<i>Adjustments in the net income for the period with operating revenues:</i>		
Depreciation and amortization	125,310	119,447
Profit from the sale of fixed assets	(209)	1,608
Earnings from investments	-	(85,645)
<i>(Increase) decrease in operating assets:</i>		
Issuers account receivables and other account receivables	(2,767,236)	(1,140,806)
Judicial Deposits	(909)	(1,734)
Expenses paid in advance	(28,295)	(377)
<i>Increase (decrease) in operating liabilities:</i>		
Account payables to merchants	2,539,763	927,272
Account payables to brand	4,238	5,282
Suppliers	9,051	(7,038)
Personnel and labor obligations	(2,199)	(676)
Other accounts payable	22,800	(51,282)
Taxes payable	(781)	3,750
Provision for contingencies	(7,760)	(52,259)
<b>Net cash generated by operating activities</b>	<b>1,963,171</b>	<b>1,497,169</b>
Income Tax and CSSL	(666,646)	(438,171)
<b>Net cash from operating activities</b>	<b>1,296,525</b>	<b>1,058,998</b>
<b>CASH FLOW OF INVESTMENT ACTIVITIES</b>		
Earnings from disposal of investment	-	85,645
Earnings from disposal of PP&E	3,016	3,563
Payment for PP&E purchase	(135,987)	(150,631)
<b>Net cash used in investment activities</b>	<b>(132,971)</b>	<b>(61,423)</b>
<b>CASH FLOW OF FINANCING ACTIVITIES</b>		
Borrowings	(7,588)	
Payment of dividends and interest on equity	(1,146,344)	(731,013)
Stock repurchase	(5,607)	-
Stock Option Plan	1,733	701
<b>Net cash used in financing activities</b>	<b>(1,157,806)</b>	<b>(896,556)</b>
<b>DECREASE IN CASH AND CASH EQUIVALENTS</b>	<b>5,748</b>	<b>101,019</b>
<b>CASH AND CASH EQUIVALENTS</b>		
Initial balance	125,340	24,321

## GLOSSARY

**Brand-owner:** a company, that holds the rights to the trademarks and logos available to be used by merchant acquirers and issuers, in accordance with general rules for the organization and operation of the credit and debit cards system and other means of payment.

**Cardholders:** private individuals or the agents of corporate entities who use the payment cards for the acquisition of products, goods and services.

**Interchange fee:** part of the merchant discount rate that is charged to affiliated merchants by the acquirers and repassed to the issuers of credit or debit cards, as part of their remuneration for approving the transactions and the credit risk involved, derived from the issuance of cards.

**Merchants:** suppliers of goods and/or services to cardholders.

**Merchant acquirer:** a company responsible for affiliating merchants and for the capture, transmission, processing and financial settlement of Transactions.

**Net merchant discount rate (Net MDR):** the net result of the gross discount fee that is charged to affiliated merchants by the Acquirer minus the portion repassed to the Issuers of credit and debit cards, as part of their remuneration for the approval of Transactions and for the inherent credit risk derived from the issuance of cards.

**Transaction:** any and all acquisition of products, goods or services, transfer of funds or cash withdrawals carried out by cardholders at affiliated merchants in the country.

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*Adjusted EBITDA consists of operating income plus depreciation and amortization, together with the net financial result, but not considering the exclusion of net financial revenue obtained from the prepayment of receivables to affiliated merchants, since the company understands that this constitutes part of its operating activities. Adjusted EBITDA is not an accepted measurement according to BR GAAP, does not represent cash flow for the periods presented, and should not be considered a substitute for net profit as an indicator of operational performance, or as a substitute for cash flow as an indicator of liquidity. Adjusted EBITDA does not have a standardized definition and the meaning of EBITDA used herein may not be comparable to that used by other companies. The Adjusted EBITDA Margin is Adjusted EBITDA divided by the company's net operating revenue. The pro-forma Net Margin is the pro-forma net profit divided by the net operating revenue.*

*This release contains forward-looking statements that are subject to risks and uncertainties. Such forward-looking statements are based on the management's beliefs and assumptions and the information that is currently available to the company. Forward-looking statements include information reflecting our intentions, beliefs or current expectations, as well as those of the company's Board of Directors and Officers.*

*The provisos regarding forward-looking statements and information also include information about possible or presumed operating results, as well as any statements preceded, followed or including words such as "believe", "may", "will", "continue", "expect", "foresee", "intend", "plan", "estimate" or similar expressions.*

*Forward-looking statements are not guarantees of performance; they involve risks, uncertainties and assumptions because they refer to future events and, therefore, depend on circumstances that may or may not occur. Future results may differ materially from those expressed or suggested by forward-looking statements. Many of the factors that will determine these results and figures are beyond Redecard's capacity to control or predict.*