

Telenor Wallet App Developed by Cellum

Budapest, December 29, 2014 – Following a successful joint product launch in Thailand, Cellum now enters into an enhanced cooperation with Telenor's Hungarian subsidiary to provide the mobile extension of the operator giant's new banking and payment services.

Telenor Hungary's recently launched financial services are extended to smartphones using Cellum's mobile transaction platform. The telco's branded MyCard credit cards are complemented with mobile banking functions available through the MyWallet app, developed by Cellum. Currently available on Android and soon coming to iOS, the app can be customized and offers a range of convenient functions, including querying the transaction history and setting limits for payments and cash withdrawal.

Over the next few months, MyWallet's functionality will be broadened beyond Telenor's branded credit card with new mobile purchase and payment use cases. The possibility of secure, fast and convenient online purchases, for instance, will be extended by the integration of MasterCard's global MasterPass platform.

"We prefer to work with partners who share the same values: innovation, flexibility and customer focus. Cellum has proved to be among the best partners of Telenor Hungary by continuously demonstrating such values. As a strategic partner we work with Cellum in Hungary and other countries," said Zoltán Takács, Telenor Hungary's Chief Digital Services Officer.

"We've already had a number of highly successful mobile payment projects with Telenor in Hungary. For example, Cellum has been the technology provider for Telenor's direct carrier billing services, including mobile parking and highway toll payment, and we are also partners in the MasterCard Mobile wallet service," said CEO of Cellum János Kóka. *"The current project is the next milestone for Hungary's mobile money market, as MyWallet will simultaneously provide mobile banking and payment functions,"* he added.

Cellum is closing a very successful year: based on its Cellum Mobile Next platform, it has introduced mobile wallets for two large regional banks – Erste and OTP Bank – in Hungary, as well as one for Telenor's subsidiary in Thailand. With an expected turnover over €3.1 million in 2014, the company is looking to enter further Asian markets and has plans for launching multiple services in the U.S.

About Cellum

Cellum is a leading European-based mobile wallet provider. Its innovations make transactions via smartphones easier and more secure. The company's banking-grade security solutions cover all areas of m-commerce, including mobile purchases and payment as well as NFC (contactless) technologies. Cellum is PCI DSS 3.0 compliant, being one of the first mobile payment service providers in the world to comply with the most important security standard of the top global card companies.

Systems operated by Cellum currently manage nearly two million secure mobile transactions per month, and the company counts among its customers and partners MasterCard, Magyar Telekom, Telenor, Erste Bank, FHB Bank, OTP Bank and Vivacom.

Established in 2000, the company began a major international expansion in 2011, establishing subsidiaries in several European markets and opening representative offices in North America and Asia.

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