



PRESS RELEASE

Cellum to introduce mobile payment in Bulgarian subway

Budapest, 21 June, 2013 – Vivacom and Cellum Bulgaria has held a joint demonstration of a technology for purchasing and using e-tickets via mobile phones on Bulgarian subway lines. The mobile payment solution is based on QR codes and can be implemented in the next 7-12 months. It was pointed out by Stoyan Bratoyev, CEO of Sofia Metropolitan that the first positive step has been made and the technical solution has proven to be reliable. The next step to take concerns procedural decisions for bringing the solution and the current regulations of the Municipality in line with each other.

Last December, Cellum Group has launched its first complex mobile payment solution in Bulgaria, named CellumPay, merely half a year after the founding of its Sofia-based subsidiary. Following the first few months of the introductory phase, this new announcement marks a new milestone in the company's history. The e-ticketing service will be integrated into CellumPay, thus users will be able to purchase subway tickets through the application.

CellumPay turns smartphones into mobile wallets. After downloading the application, users can register their bank cards in the system and use it to top up prepaid phone cards, pay utility bills and purchase goods over the Internet.

CellumPay's new function: e-ticketing

Access to metro stations in Sofia is possible in two ways: via season passes and via tickets. Tickets themselves can be printed on paper (single ticket) or stored electronically on smartcards (ten tickets). The proposed CellumPay solution supports both options for access via ticket purchasing. The ticket purchase is made through a special menu in the CellumPay app and can be paid for using a bank card or by way of operator billing, charging the credits of the customer.

When purchasing a single ticket, one QR code is generated and, accordingly, when purchasing ten, ten different QR codes are generated. The ticket validation is done at entrance gates by dedicated scanners. Each e-ticket can be used only once and after validation it becomes invalid. Information in the generated QR codes is encrypted and highly secure.

The solution won't require any registration by the customer as MSISDN recognition will be used. It will be available for the following mobile platforms:

- Android, iOS, Winows Phone (via additional functionality in CellumPay app.)
- Older smartphones and feature phones with web capability (via mobile website)

"Users can register their MasterCard, Visa and American Express cards in Bulgaria's first mobile payment system CellumPay. They can already use their smartphones to pay for the services of numerous public utility companies, merchants, telecommunications companies and taxis – and now e-ticket purchase is going to be a great new option", says Vladimir Buyukliev, CEO of Cellum Bulgaria. "The technology has already proven itself: it is fast, convenient and safe. We are very proud of having been chosen as partner of the Sofia Municipality. We hope to make traveling a lot more convenient for many passengers."





CellumPay services

- mobile bill payment: pay your phone and utility bills by scanning QR codes;
- taxi fare: pay the fare in taxis by scanning QR codes;
- mDonation: make donations to charities using QR codes;
- top-up: top up your prepaid cards (e.g. phone, taxi and other prepaid cards) using your mobile phone;
- pay for your purchase at accepting merchants' webshops by entering only your phone number;
- e-ticketing: under development.

Experiences in Hungary

Cellum Global, the parent company, launched the mobile payment service in Hungary almost two years ago. Since the application was made available for the users, more than 140 thousand MasterCard holders downloaded the application for Android-, iOS-, or Windows-based smartphones. This new way of payment is accepted by the largest mobile service providers, various retailers, online shops and a market leading Taxi company, as well as a number of public utility companies in Hungary.



Cellum's e-ticket solution in action





Background information

About Cellum: **Cellum Group** is one of Europe's leading developers of mobile payment solutions. Their innovations have made purchases through smartphones simpler and safer. The rapidly growing technology company group was founded in 2000, and is in close cooperation with partners like MasterCard, IBM, Magyar Telekom, Telenor, FHB Bank, OTP Bank and Vivacom.

Cellum's banking-grade developments cover all areas of m-commerce, including mobile purchases, mobile payment and contactless NFC technologies. The company's operating team handles a monthly amount of more than one million secure mobile transactions in Hungary. Since its introduction in 2012, the MasterCard Mobile® application developed by Cellum has been downloaded by 150 thousand clients to their phones. The company group started expanding internationally in 2011. Subsidiaries have been established in Austria, Bulgaria and Albania, as well as representative offices in New York City (USA) and Jakarta (Indonesia). Cellum Group has a PCI DSS certificate of compliance; thus of all the region's companies involved in mobile payment, it was the first to comply with the most important security standard used by the largest international credit card companies.

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