

## Erste Bank launches mobile payment app powered by Cellum

### *Erste MobilePay first on Hungarian market to feature P2P money send*

**Budapest, March 11, 2014 – Erste Bank Group, one of the largest financial services firms in Central Europe has just launched its branded mobile payment app in Hungary. Erste MobilePay, the first smartphone app in the country to offer person-to-person money send function, was developed by Cellum Group, leading European-based provider of mobile commerce services.**

In 2013, Erste Bank Hungary invited companies from all over the world, from the United States to Europe and India, to submit tenders for providing a tested, proven, reliable and secure mobile remote payment technology with a rich set of functions. The tender was won by Cellum, a global provider of white-label mobile commerce solutions offering banking-grade security. Mobile payment is a young industry where Cellum, with a 14-year track record, counts as a highly experienced player. Following the application's initial introduction in Hungary, Erste has the option to later roll it out in other "Erste countries".

Erste MobilePay was launched in Hungary on March 3 and is available to Erste Bank customers with iOS or Android-based phones. The app offers a range of useful functions, such as bill payment and top-up, as well as GPS-based parking and highway toll payment. In addition, Erste MobilePay for the first time in Hungary also offers peer-to-peer transactions, i.e. users can securely send and receive funds right on their phone.

"A financial institution needs the highest level of security, and we excel in providing this," said Balázs Inotay, Cellum's Founder and Chief Visionary. "Bank-grade security is guaranteed by the 'split secret' technology developed by Cellum, and has already been used successfully for years with our other solutions. We are extremely proud to have been selected by such a highly prestigious financial institution as Erste."

Further information on the app is available from Erste Bank Hungary – visit [www.erstemobilepay.hu](http://www.erstemobilepay.hu)

**About Cellum:** Cellum is a leading provider of mobile commerce services. Its innovations make transactions via smartphones easier and more secure. The company's bank-grade security solutions cover all areas of m-commerce, including mobile purchases and payment as well as NFC (contactless) technologies. Cellum is fully PCI DSS compliant, being the first mobile payment service provider in the region 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 Erste Bank, MasterCard, Magyar Telekom, Telenor, 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.

[www.cellum.com](http://www.cellum.com)

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