

Cellum announces Apple Pay support

Leading European secure mobile wallet provider expects new impetus for user adoption, announces plans for integration to Apple Pay

Budapest, September 22, 2014 – Cellum welcomes Apple’s decision to enter the mobile payments arena. The company expects that Apple’s move will reinvigorate NFC technology, which has been struggling for the past couple of years, and catalyze the widespread adoption of m-payment among smartphone users.

Cellum regards the Apple Pay announcement as one of the most significant in mobile payments’ history, especially for those mature markets where Apple’s market share is strong. Apple’s brand will likely help build consumer trust and increase market demand for innovative payment solutions.

Apple Pay will initially be available in the US and later in other select markets, to be used with bank cards issued by contracted banks. In other countries, where markets experience poor iPhone penetration, low-value transactions, immature e-commerce, low contactless terminal base or low interchange fees (like in the EU, as well as several Asian countries) Cellum does not foresee a rapid penetration of Apple Pay anytime soon. Cellum will tailor its wallet offering on each market to support the local needs. However, Cellum Mobile Next SDK will include Apple Pay integration option for Cellum Developer Partners.

„We are excited to see how Apple’s initiative unfolds,” Jeff McAllister, Cellum’s President for North America said, adding: “Cellum Mobile Next is platform agnostic, while Apple Pay is targeted for iOS, specifically iPhone 6 buyers, and will take a lot of time to gain the penetration necessary to make a transaction impact. Android has a stronger market presence in many areas of the world and Cellum supports both. We can strategically plan for the future, but should focus on the delivery and implementation of the solution that can attract adoption and fast growth now.”

“Cellum has been creating interoperable and secure wallet services in multiple countries, having released Europe’s first MasterPass compliant mobile wallet earlier this year, in co-operation with MasterCard,” said Zoltán Ács, Head of R&D at Cellum Group. “Now we have completed the feasibility analysis and have started to prepare the integration of our Cellum Mobile Next payment platform with the Apple’s card vault, so that the customers’ registered cards in Passbook can be used in our wallets in the future. This may open the path for Apple Pay users to make payments with Cellum’s apps without re-registering their cards. And once Apple Pay NFC is opened to third-party developers, Cellum Mobile Next will be among the first to be connected, to offer value-added services across every platform,” according to Ács.

“Cellum’s wallet customers using iPhone 6 will clearly benefit from Apple’s move in the roll-out markets. Apple Pay has shaken up the market, and this is good. It may also possibly transform the mobile payments landscape on the longer run,” Chairman and CEO of Cellum Dr. János Kóka said. “Cellum continues to develop its product portfolio by integrating key stakeholders’ technologies and complementing secure m-commerce solutions with loyalty, couponing, geofencing, CRM, secure ticketing/ID and other services. We will remain a neutral player, integrating our wallet back-end with the world’s dominant m-payment standards and card vault solutions that fulfill the rigorous security standards of Cellum,” Kóka added.

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. www.cellum.com

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