

Cellum and Telenor Launch 3D Secure Mobile Wallet in Thailand

Mobile payments are now offered to tens of millions of users

Budapest, October 2, 2014 – The cooperation between Cellum and Telenor’s DTAC and PaysBuy subsidiaries has launched Thailand’s first multifunctional mobile wallet capable of card payments. Providing a mobile payment option to tens of millions of users, the service carries out 3D Secure transactions and is expected to boost the Thai m-commerce market.

From the end of September, Thai smartphone users have a more convenient way to pay for a range of services, using a new secure and user-friendly application developed by Cellum. With the Mobile Credit Card app, published under the name of PaysBuy, DTAC’s e payment subsidiary, users can register Visa and MasterCard cards and access a range of handy functions: they can pay their DTAC postpaid phone bills, as well as water and electricity bills, right on their phone. These bills come either with a QR code or traditional barcode, scanning which will initiate payment.

The application also allows users to top up prepaid phone cards, as well as over 20 gaming cards, and also Skype, Google Play and iTunes accounts. Besides bill payment and top-up, there are also nearly 30 merchants upon launch, including one of the country’s largest movie theater chains, that accept payments from the app, and thousands of online and physical stores are coming in the near future.

“Thailand is a market of nearly 70 million. For every 100 inhabitants there are only 30 internet connections, but almost 150 mobile subscriptions, moreover, every other user uses a smartphone. They can now turn their phones into smart wallets. 20 million households can use the technology to pay their utility bills and to make purchases in dozens of stores. Later, the app will be accepted at several thousand merchants, as well as for air ticket reservations,” said János Kóka, Cellum Global’s President & CEO. “Asia is very magical place for business: we are close to concluding contracts with local partners in three other countries as well,” he added.

With its 28 million subscribers and mobile data service covering the entire country, DTAC is Thailand’s second largest mobile network operator. Its customers using smartphones are expected to reach 10 million this year. PaysBuy is Thailand’s market leading e-payment and e-wallet provider, with over half a million registered users and more than 10 thousand online merchants connected. The company was acquired by DTAC in 2007.

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

Further information:

Fruzsina Balogh (Black Page Consulting); +36 70 423 7447; fruzsi@blackpage.hu

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