

Indonesia's No.1. handset brand Evercoss chooses Cellum for new mobile wallet

Following ApplePay and SamsungPay, Evercoss launches ECPAY to cover wide range of use cases in wallet preinstalled on millions of smartphones

Budapest/Jakarta, June 24, 2015 – Leading Europe-based multinational mobile wallet provider Cellum is furthering its drive into the booming Southeast Asia market with a new agreement to provide its best-in-class secure mobile payment technology to Evercoss, Indonesia's largest manufacturer of smartphones and tablets.

Under terms of the cooperation, Cellum will develop and operate ECPAY, a mobile wallet covering a broad range of use cases, including bill payment, prepaid phone account top-up, peer-to-peer transfers, QR code payments and online checkout. Evercoss will preinstall ECPAY on up to 3 million of the mobile devices it manufactures annually. Meanwhile, Evercoss will promote the wallet among users in the country of almost 250 million via a major marketing campaign, as well as through its network of 50,000 resellers, and make other significant investments in the initiative.

"Evercoss is thrilled with this opportunity, which will give more reasons for Indonesian consumers to use our products, and benefit their own commercial activities," said Evercoss COO and Co-Founder Sony Wangsa Putra. "A partnership with Cellum is a strategic jumpstart for a local smartphone manufacturer like Evercoss, a step into the future that will give us more sustainable growth that will at the same time offer tremendous benefit to the entire ecosystem."

"We make mobile transactions safe, secure and convenient in the world's fourth largest county by population," said János Kóka, the CEO of Cellum Global. "Reloading airtime, sending money, paying electricity bills or shopping in a store or outdoors will take just a matter of seconds. While Apple Pay and SamsungPay focus on e-commerce and contactless payment use cases common in the Western world, with Evercoss we are creating a system for those types of transactions that are of essential importance to the Indonesian people."

Through its representative office in Jakarta and its cooperation with Anabatic Technologies, Cellum provides local maintenance and support in Indonesia. The Indonesian office is operating under the control of the recently inaugurated regional HQ in Singapore.

About Cellum

Cellum is a leading multinational mobile wallet provider based in Europe. 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 commerce and payments as well as NFC (contactless) technologies. Cellum is PCI DSS 3 Level 1 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, PaysBuy and Kalixa.

Established in 2000, the company began a major international expansion in 2011, establishing subsidiaries in several European, North American and Asian markets.

www.cellum.com

About Evercoss

As the top-selling mobile device brand in Indonesia, EVERCOSS is ideally placed to dominate the industry with an extensive selection of smartphones and tablets.

Established in 2008, the firm aims to foster connectivity and improve the quality life in Indonesia by providing an unbeatable value for mobile communication.

EVERCOSS combines the best of both worlds: world-class mobile handset expertise and a local manufacturing strategy that's compatible with domestic demand. With a long term vision, EVERCOSS has set up a complete business that includes assembly facility in Semarang, gadget test lab in Jakarta, and more than 90 service centers across the archipelago.

In its pursuit of excellence, EVERCOSS also collaborates with tech giants like Google and Intel to provide top-notch tech solutions to Indonesians. To top it off, EVERCOSS consistently receives awards and recognitions as the nation's best performing gadget manufacturer.

www.evercoss.com

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