

Cellum and Telkom announce plans for strategic cooperation

Cellum to build fintech super-platform for the incumbent telco of Indonesia

Jakarta, November 27, 2017 – Metranet, the digital service provider arm of the country's leading telecommunications company Telkom, and Cellum have signed a memorandum for a strategic cooperation in Indonesia.

Speaking as an invited keynote speaker at Digi Summit 2017, Telkom Group's annual digital event, **Cellum** CEO János Kóka presented Cellum's suggested roadmap for building an integrated digital platform that includes various payment, lending and insurance technologies. A nation of more than 260 million people, Indonesia is on the road to digital transformation. A super-platform would provide a unified framework for the countless new digital services that are to be launched over the next few years in the country.

Europe-based Cellum has been expanding in Asia since 2014. The cooperation with **Metranet** is the next step in the company's quest to become a key player in the region. By providing its secure mobile transaction platform, Cellum will help Metranet achieve its mission of becoming the most reliable monetizing partner in Indonesia's online industry.

„According to leading analysts, Indonesia is currently one of the world's hottest fintech markets. Telkom is uniquely versed to drive the digital transformation of payments and beyond. Having been chosen as a strategic partner is a big acknowledgement of the technical strength and the security of Cellum Mobile Next, our mobile transaction platform,” said Cellum CEO János Kóka.

“Our collaboration with Cellum elevates Telkom Group's capabilities to the next level in building and servicing transaction ecosystems in Indonesia,” said Metranet CEO Widi Nugroho.

About Metranet

Metranet is a subsidiary of PT. Telekomunikasi Indonesia, formed in 2009. The company's vision is to create new opportunities to generate significant revenue for businesses. In its development, various business initiatives have been carried out, such as mobile content, commerce, online ticketing, and social network game publishers.

On November 17, 2011, Metranet started a new chapter in its strategic cooperation with Microsoft by launching online media service PlasaMSN (umsn.co.id). In early 2012, Metranet initiated a cooperation with global e-commerce firm eBay. As a result, a joint venture under the name PT Metra Plasa was formed on September 17, 2012.

In line with the business transformation of the company, Metranet is currently focusing on developing its mobile and online media business by increasing online visits, enriching services, and optimizing the monetization process. This transformation has resulted in the two business portfolios of UAd and UPoint.

metranet.co.id

About Cellum

Cellum is a leading multinational mobile wallet provider based in Europe. Its innovations make transactions via smartphones easy and 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 3.1 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 20+ million secure mobile transactions per year, with customers and partners including MasterCard, Telenor, T-Online, Erste Bank, OTP Bank, PaysBuy, Finnet, NF Innova, Kalixa and Credorax. It has signed a deal with leading Indonesian handset manufacturer Evercross, bringing its preinstalled m-wallet to over 5 million Evercross branded handsets. Cellum has also won multiple national and international awards, including the Citi Mobile Challenge PwC Award, Superbrands and the IT Business Special Award.

Established in 2000, the company began a major international expansion in 2011, establishing subsidiaries in several European, North American and Asian markets. As of 2015, Cellum APAC is headquartered in Singapore.

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