

Mobile payments make breakthrough at Sziget Festival

Visitors loaded more than 4 million euros onto their Festipay balances using their mobile phones

Budapest, August 30, 2018 – This year’s Sziget Festival ended with the highest number of visitors ever in its history spanning more than two decades. The event’s cashless payment system, Festipay also saw record transaction volumes, and to top it all, one third of all top-up transactions were made using Cellum’s mobile payment solution.

Festipay launched its new wristbands this year, which serve as a combined entry ticket and payment device. Furthermore, using Cellum’s solution, visitors could also for the first time top up their balances before they even arrived, so they didn’t have to spend time with this upon entry.

The solution proved highly successful: about one third of all top-up transactions – worth over 4 million euros – were carried out by users through the festival’s official smartphone app connected to Cellum’s mobile payment system. Besides facilitating fast and secure payments, the app also allowed festivalgoers to track their purchases in real time. In addition, thanks to a new feature developed by Festipay and Cellum, visitors could have their remaining balances refunded to the card registered in the app once the festival was over.

“Festipay keeps introducing new features every year to enhance the experience of our customers at their favorite festivals. We were very pleased to see the positive reception our new features, such as the combined wristband and balance top-up through the smartphone app, received this year,” said **Festipay CEO Dániel Kaderják**.

“Mobile payments are without a doubt the future. It is clear that festivals and events are a use case for the technology where users understand its benefits and value proposition and are ready to make the switch from traditional payment methods to mobile payments,” said **Cellum CEO János Kóka**. *“Festipay and Cellum were the first in Europe to come out with this solution, and we feel justified by the results. Patrons on other continents will hopefully also be able to use our solutions in the near future,”* he added.

About Festipay

Festipay is one of Europe's largest integrated event management solutions providers. Its innovations in venue access and cashless payments have been in use by some of the largest festivals across the continent, including Hungary, Romania, Croatia, France, Italy and Georgia. Festipay's services cover, among others, cashless payments, accreditation, staff management, smartphone applications for payment device management, and mobile payments. The company is also capable of integrating other event-related services, such as ticketing, venue access and activities related to brand promotion and brand activation.

In 2018, Festipay was the first in Hungary to deploy new RFID-enabled wristbands that combine venue access and cashless payment functions, in order to maximize convenience and service security for festivalgoers. Festipay is also the official cashless payment service provider of Budapest spas.

Website: festipay.com, Facebook: [Festipay](https://www.facebook.com/Festipay), LinkedIn: [festipay-fintech](https://www.linkedin.com/company/festipay-fintech), Instagram: [Festipay](https://www.instagram.com/Festipay)

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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 3.2 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, NF Innova, Kalixa, Credorax and multiple subsidiaries of Indonesia's Telkom Group. 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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