



## Press Release

### The MasterCard Mobile application is now available to support the Hungarian Red Cross

*The new donation method is used to support the operation of first-aid stations on Lake Balaton*

*Balatonlelle, June 29th 2012* - The Hungarian Red Cross, MasterCard and Cellum have announced that the organisation's Lake Balaton first-aid service can now be supported through the MasterCard Mobile payment application. Developed by the Hungarian Cellum Group, it is also the world's first integrated m-donation application, designed to facilitate donating small sums to NGOs. As a donor, all you have to do is use your smartphone to scan the QR code on the Red Cross website, Facebook page and other communication and publicity materials. The image will be interpreted by the MasterCard Mobile payment application. The user then enters the amount to be donated and approves payment.



Red Cross President *Prince George Habsburg* was the first person to donate to the organisation using the MasterCard Mobile application at the press conference. (photo: Adam Csordás)

The new form of mobile donation has been developed by Cellum at the request of MasterCard, Magyar Telekom (T-Com group), Telenor and FHB Bank. In addition to the Hungarian Red Cross, you can currently donate to two other Hungarian charities by reading the QR code with the MasterCard Mobile application. Experts of the corporations behind the new payment solution expect the number of charitable organisations making use of QR code-based donation to gradually increase due to the clear benefits of the method. In the future, if you want to donate to a charitable cause, rather than sending an expensive text message or memorising and re-entering a 24-digit account number, all you will need to do is push two keys on your cellphone for your donation to be transferred.

"Donation is typically a quick response to an emotional impulse", says *László Szetnics*, MasterCard regional manager in charge of mobile payment. "When making a donation, it is best to act quickly and efficiently. Similarly, the organisations expecting donations prefer if the individuals having received their message do not hesitate or wait before making a donation."

With its new function of making donations using the QR code, the MasterCard Mobile payment application has come up with the answer to that need. Once your bank card is registered, you can send your donation, safely and conveniently, to the selected charity in a few moments, wherever you are, using any billboard, advertisement, online or physical surface showing the QR code of the organisation.

The MasterCard Mobile payment application is available for download free of charge, while the bank card can be registered for a one-time fee of HUF 99. Further transactions are treated as card payments, i.e. the transaction has no additional charge for the card holder. The MasterCard Mobile, launched in October 2011, has been downloaded by nearly 25,000 customers to their smartphones.

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**More information:**

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