



## PRESS RELEASE

### 100 thousand users now use the largest Hungarian mobile payment system

**Budapest, May 29. 2013 – MasterCard Mobile, based on Cellum's technology, has reached the milestone of 100 thousand downloads in May. The service was launched in 2011, making payments via mobile available at nearly 200 merchants as of now.**

Cellum has been present in the mobile payment industry for nearly 10 years now. Starting with pay-by-text systems, the company now offers a full range of mobile payment solutions in Hungary and Bulgaria, and is about to deploy them in other countries as well. MasterCard Mobile, the product of the joint cooperation of MasterCard, T-Mobile, Telenor, FHB Bank and Cellum and based entirely on Cellum's technology, is today the leading option for mobile payment.

"We have launched the application some one and a half years ago. Last spring we celebrated 10,000 downloads. Now we have over 100,000 people using Cellum's app on their phone. Our goal is to have it on most smartphones in Hungary, while at the same time expanding to neighboring countries through large banks and telco partners. Our systems have been built to provide fast, convenient and secure services to tens of millions of users. We have forty Hungarian engineers working on bringing the most brilliant product to the market", says Cellum's Director of Strategy Balázs Inotay, adding "Mobile payments at the international level have been seeing an incredible growth rate. Various research institutes are predicting a 2- or 3-digit annual expansion in terms of traffic. These trends, even if to a somewhat lesser extent, will still apply to Hungary as well."

With their bank cards registered in the MasterCard Mobile app, users have access to a wide range of services using only their mobile phones to pay:

- mobile bill payment: paying phone and utility bills by scanning QR codes;
- taxi fare: paying the fare in Budapest taxis by scanning QR codes;
- mDonation: donations can be made to charities using QR codes;
- top-up: top up your prepaid cards (e.g. phone card, festival cards, E.ON prepaid card, Paysafe Card, RT5 Taxi) using your mobile phone;
- pay for your purchase at accepting merchants' webshops by entering only your phone number.

**What is the difference between purchasing online THROUGH your mobile and paying for a purchase WITH your mobile?**

Purchasing on the web using your mobile does not count as mobile payment if the payment is made using the traditional method of providing bank card details at the check-out of a webshop. An online purchase is considered mobile payment when the transaction is made within an app on the phone. MasterCard Mobile, for example, provides such an option: users simply enter their phone number in the webshop, there is no need to provide sensitive card data that can be used for fraud. This not only eliminates the risk of stolen user data, but it also makes payment easier and more convenient, as only the phone number is required as opposed to every detail that has to be found on a credit card.





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### **Background:**

**Cellum Group** is one of Europe's leading developers of mobile payment solutions. Their innovations have made purchases through smartphones simpler and more safe. The rapidly growing technology company group was founded in 2000, and is in close cooperation with partners like MasterCard, IBM, Magyar Telekom, Telenor, FHB Bank, OTP Bank and Vivacom. Cellum's banking-grade developments cover all areas of m-commerce, including mobile purchases, mobile payment and contactless NFC technologies. The company's operating team handles a monthly amount of more than one million secure mobile transactions in Hungary. Since its introduction in 2012, the MasterCard Mobile® application developed by Cellum has been downloaded by 100 thousand clients to their phones. The company group started expanding internationally in 2011. Subsidiaries have been established in Austria, Bulgaria and Albania, as well as representative offices in New York City (USA) and Jakarta (Indonesia). Cellum Group has a PCI DSS certificate of compliance; thus of all the region's companies involved in mobile payment, it was the first to comply with the most important security standard used by the largest international credit card companies.

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