

## paysafecard goes mobile

*Europe's most popular online vouchers are now available via smartphone app thanks to paysafecard-Cellum-Cardnet partnership*

**Budapest, June 4, 2015 – Cellum's secure payment engine forms the backbone of Pay-Station, a new application by Cardnet that makes the purchase of paysafecard vouchers easier than ever.**

paysafecard is Europe's most widely used and proven online prepaid payment method. Users can make online payments for games, music and a wide range of other services in thousands of online stores without a bank or credit card, or entering personal information.

[Pay-Station](#) gives users the ability to purchase paysafecard vouchers easily, immediately and securely using their smartphones. Previously, such purchases were limited to physical vouchers offered at selected authorized resellers.

The payment part of the application is powered by [Cellum Plug and Pay](#), the instant payment plugin of Cellum. Security for the transactions is ensured by Cellum's unique Split Secret card vault technology, which uses tokenization and data fragmentation to manage mobile transactions that are entirely free of fraud and chargebacks. The app offers international processing in euros via Cellum partner Kalixa.

Available for both Android and iOS, the app is being piloted in Austria before being rolled out to the rest of the EU, while Cardnet expands its functions to include further top-up services.

## About Cardnet

CARDNET is Hungary's market-leading, bank-independent electronic transaction provider. CARDNET has been providing transaction services and the back-end IT infrastructure for using cashless payment means for more than 20 years. The company operates over 30,000 terminals across Hungary and handles more than 10 million non-banking electronic transactions every year. Its team of software developers offers innovative payment solutions to banks, merchants and other service providers.

CARDNET launched Gift Card, a chip-based plastic gift card solution, in 2010. A year later, the company introduced its card-based loyalty solution called PONTNEKEM (Just for me), designed especially to meet the needs of small and medium-sized businesses. In 2012, CARDNET launched Festipay, its festival and event card service, which provides a convenient and secure means of payment to festival organizers. Sziget has chosen Festipay as the official payment service provider for its festivals, which has made Cardnet the largest payment card provider for Hungary's cashless events. Festipay is ready for a similarly successful launch in other countries as well.

[www.cardnet.hu](http://www.cardnet.hu); [www.pay-station.eu](http://www.pay-station.eu)

## About Cellum

Cellum is a leading European-based mobile wallet provider. 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 3.0 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 markets and opening representative offices in North America and Asia.

[www.cellum.com](http://www.cellum.com)

## About paysafecard

paysafecard.com Wertkarten GmbH (holding of all paysafecard companies), is based in Vienna with subsidiaries in London, Düsseldorf, Lucerne, New York, Mexico City and Buenos Aires, among other places. The company was founded in Austria and Germany in 2000 and is a 100% subsidiary of the Skrill Group. The company is now present in 40 countries at over 480,000 sales outlets worldwide with its core product paysafecard. paysafecard is a prepaid online payment solution which anyone can use. No bank account or credit card is necessary. The paysafecard 16-digit PIN is all that's needed to complete a payment transaction. paysafecard can be used at thousands of online shops. The company has become the European market leader in prepaid payment solutions with the brands paysafecard, my paysafecard, paysafecard MasterCard® and YUNA.

paysafecard has received numerous awards over the years. These include the Paybefore Award in the categories of "Best Digital Currency", "Best Virtual or Digital Program" and "Top Digital Dollars", as well as in the newly created category "Consumer Value" in early 2015. paysafecard has also been awarded the Paybefore Award Europe in the categories of "Most Innovative Prepaid Solution" and "Consumer Champion". In 2014, The New Economy recognised paysafecard as one of the 40 most innovative companies of 2013. Like paysafecard on Facebook, visit us on Google+ and YouTube, follow us on Twitter and get informed on our Corporate Blog.

[www.paysafecard.com](http://www.paysafecard.com)