

Cellum is named amongst the best-known brands

Budapest, Hungary – 21.03.2019 – Cellum, one of Europe's leading international mobile-wallet providers, has been awarded the honorable 'MagyarBrands' award. The award ceremony will take place at the end of March as one of the highlights of the highly successful Brand Excellence Conference. Within the 'MagyarBrands' program, prospective companies have been recognized and awarded for the ninth consecutive years.

MagyarBrands committee, made up of independent experts, ranks companies that were founded in or related to Hungary, and are worthy representatives both nationally and internationally. In addition to evaluating the quantifiable data, the results of the national representative research of the **GfK Hungária Market Research** Institute were also considered in the decision. Based on scoring, the prize list was created in three different categories.

Based on the decision of the Professional Committee, Cellum is deemed an excellent brand as one of the top local BUSINESSES and INNOVATIVE brands.

"In 2018 brand reputation has proven to be more important than ever before in terms of expert and consumer decisions. Based on numerous studies, it has become evident that the biggest risk for a company is damaging its reputation; much more significant than economic decline or increasing competition. Earning the MagyarBrands Award is an outstanding merit, and therefore it represents a moral and business value for all brands," said János Serényi, Chairman of the MagyarBrands program.

„Cellum has been a key player in the mobile payment market for over a decade. Consumer's habits have evolved significantly with the spread of smartphones, and the world is moving towards a cashless culture. It is exciting to be able to partake in the digital transformation, however it also poses as a great challenge to meet the changing needs not only in Hungary but also in South East Asia and Japan. We are grateful that the independent professional committee also believes that Cellum brand is associated with tradition, reputation, and uniqueness, and that we have been awarded for our creativity, innovation, talent, and performance”- said Edit Pápai, Director of Communications at Cellum.

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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