



## PRESS RELEASE

### Indonesia's Anabatic Technologies to adopt Cellum's mobile payment solution

*Deal to quickly turn 60 million+ local smartphones into state-of-the-art mobile wallets*

**Budapest, October 3, 2013 – Anabatic Technologies, a leading player in the Indonesian IT industry, is launching a complex mobile payment solution developed by Cellum. Under the terms of the deal, the Hungary-based Cellum will provide Anabatic with a white-label version of its solution, which will be introduced into the local market under the name *Mobile Bersama*. The transaction is the first of its kind in Asia for Cellum, which is best known as the developer of the MasterCard Mobile payment app. The venture encompasses mobile parking, mobile payment for taxis, public transport and food delivery, as well as numerous financial services use cases.**

Cellum's secure mobile payment and m-commerce services, which turn smartphones into mobile wallets, will soon be available on any of the 60 million smartphones currently in operation Indonesia, where smartphone penetration has doubled over the last year alone. Though e-commerce is currently still in its infancy in the country of almost 250 million people, experts predict a tenfold growth in transactions over the next four years, and the cooperation between Cellum and Anabatic promises to be an important force driving this trend.

"It is an enormous opportunity for us, after four countries in Europe, to launch our services in Asia as well," said Cellum Global CEO János Kóka. "Indonesia – the world's fifteenth largest economy, where every second citizen is under the age of 30 and smartphone penetration growth is one of the quickest on the planet – is the best place to introduce what is probably the smartest m-payment solution of the world, to alleviate the burdens of a cash-based economy."

Anabatic Technologies, a member of Titan Group, is one of Indonesia's best-known IT firms, having forged a close strategic partnership with IBM as well as with numerous key financial and commercial actors in Indonesia.

"Cellum is coming in at the right time and with the right solution," said Anabatic Director Adriansyah Adnan. "We feel that Cellum will fill in the gaps in our portfolio, allowing us to offer a more complete service to the market – telcos, banks and also SMEs. We have chosen them because their complex technology has a proven track record of years of secure and reliable operation," he added.

The first phase of the project will see the introduction of a mobile payment option for food delivery companies, allowing their customers to order and pay for deliveries using their smartphones. Following this, mobile operators, banks, merchants and transport companies will be brought into the mobile payment system.

"After successfully testing it in other countries, Cellum is now beginning the implementation of its solutions with the strongest possible local partner in one of Asia's most dynamic markets," Cellum CEO Kóka said. "We are extremely proud that Anabatic has chosen Cellum's technology to provide mobile wallet platform services to banks, operators and merchants, and make the mobile commerce application available to the people."





#### Cellum turns Indonesian mobiles into wallets

*Mobile Bersama* is a complex mobile payment and m-commerce application that offers numerous services:

- prepaid balance top-up
- check and bill payment
- purchasing goods directly on the handset
- online checkout by entering only the user's phone number
- parking fee payment
- charitable donations
- purchasing of smartphone apps and games
- peer-to-peer funds transfers

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**About Cellum:** Cellum is a leading developer of mobile payment applications. Its innovations make purchases via smartphones easier and more secure. The company's bank-grade security solutions cover all areas of m-commerce, including mobile purchases and payment as well as NFC (contactless) technologies. Cellum is fully PCI DSS compliant, being the first mobile payment service provider in the region to comply with the most important security standard of the top global card companies.

Systems operated by Cellum currently manage more than one million secure mobile transactions per month, and the company counts among its customers and partners MasterCard, IBM, Magyar Telekom, Telenor, FHB Bank, OTP Bank and Vivacom.

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 Anabatic Technologies:** Founded in 2002, PT. Anabatic Technologies has provided an integrated IT solution for Major Companies in Indonesia. We have served varieties of businesses ranging from Banking to Telecommunication, Pharmaceutical to Government and delivered our results on time and on budget during implementation.

From a company consisted of 20 dedicated people Anabatic has grown to be one of the foremost IT Company in Indonesia with over 450 employees. Our team consists of functional and technical consultants as well as subject matter experts. Therefore, we have set a high benchmark in our recruitment and continuously develop our people's skills and knowledge through continuous learning.

We combine leading edge technology with the best of breed solutions to offer its clients solutions for the internet age of today. Since its formation, Anabatic aims to deliver high value and the best suitable product and services which increase customer competitive advantage.

With technological advancements and the ever-changing business environment, companies strive to keep ahead by using the most efficient and effective tools to sharpen their business edge. [www.anabatic.com](http://www.anabatic.com)

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Mr. János Kóka, CEO of Cellum Global Zrt. (to the left), and Mr. Adriansyah Adnan, Director of Anabatic Technologies after signing the cooperation agreement

