Cellum beats peers to new global security standard

Leading mobile commerce services provider among first to acquire certificate for PCI DSS 3.0

Budapest, May 21, 2014 – Global mobile commerce services provider Cellum announced today that it has become one of a handful of firms worldwide to have adopted the latest Payment Card Industry Data Security Standard, PCI DSS 3.0.

The new standard is a more exacting version of the requirements first introduced a decade ago by the PCI Security Standards Council, a forum founded by the five leading global payment brands: MasterCard, Visa, American Express, Discover Financial Services and JCB International. PCI DSS aims to enhance the security of cardholder data and broaden the adoption of consistent data security standards for all firms and entities involved in payment card processing.

While most organizations subject to the standard are expected to implement it closer to the December 31st deadline, Cellum chose to be the first in the region - and among the first globally - to do so.

"We were confident that we would successfully pass the PCI DSS 3.0 certification process because our own internal security requirements are even stricter," said Balázs Inotay, Cellum's Founder and Chief Visionary.

PCI DSS 3.0 focuses more strongly on the most pressing risk areas in the rapidly-changing payment threat environment in which firms like Cellum operate, while at the same time providing more flexibility for those implementing, assessing, and building to the standard, especially in terms of applying new technologies. Version 3.0 puts emphasis on consistency between assessors and documentation, eliminating redundancies and clarifying the intent of individual requirements.

"The new standards offer another boost to cardholder security, which we believe is the key to growth in our industry, where the only acceptable rate for fraud or customer data loss is zero" added Inotay.

Further information on PCI DSS is available from the PCI Security Standards Council – visit *www.pcisecuritystandards.org*.

About Cellum: Cellum is a leading provider of mobile commerce services. Its innovations make transactions 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 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 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*

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