

## Cellum's expansion in Asia reaches major milestone

### *Singapore-based APAC subsidiary to strengthen regional operations*

**Singapore, May 27, 2015 – Headquartered in Singapore, a new regional center has been set up by Cellum to oversee the company's operations in East Asia. Cellum Asia Pacific will also be responsible for coordinating expansion in the region.**

A newly established Cellum Asia Pacific will from now on manage the company group's regional operations, taking over the already running service in Thailand and coordinating the representative offices in Tokyo and Jakarta. Cellum APAC will oversee the company's mobile payment and e commerce services and provide support to customers. The new subsidiary will also be responsible for product localization and regional business development. The Chinese market, however, will not be covered by Cellum APAC, but by a separate entity in cooperation with a local partner, the official announcement of which will be made this July at Mobile World Congress in Shanghai.

*"Asian markets have an enormous potential for secure mobile payments and commerce. Cellum has already gained a foothold in the region, not only achieving considerable success in Thailand, but also having been selected as a service provider by key industry players in Japan and Indonesia. Today, leading financial institutions, telcos and retailers see Cellum as one of the most promising companies in the East Asian mobile payments industry,"* said Roxanne Davies, Executive Director of Cellum APAC.

*"The birth of Cellum APAC is a milestone in the company's history, as a local presence will significantly help us with our investment plans and also speed up our development efforts,"* said Cellum Global CEO János Kóka.

A multinational company based in Europe, Cellum has substantial international experience in the mobile payments industry and an unrivalled, 14-year track record involving millions of transactions without a single case of fraud. In Asia, the company recently introduced Thailand's first-ever multifunctional mobile wallet capable of card payments, which will be followed by more product launches and further development of the infrastructure providing secure mobile transactions.

## About Cellum

Cellum is a leading multinational mobile wallet provider based in Europe. 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 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 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 has begun a major international expansion following a Series A investment provided by PortfoLion Ventures, establishing subsidiaries in several European, North American and Asian markets.

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

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