

## Cellum named “Superbrand”

### *Europe-based mobile commerce service singled out from thousands of top international firms for recognition*

**Budapest, May 14, 2014 – Europe-based mobile commerce service provider Cellum has been named a “Business Superbrands” by the Superbrands organization, the noted independent arbiter on branding.**

The designation was awarded by a jury of independent professionals in consultation with relevant trade associations and business chambers.

“We are very excited to take part in driving this incredible growth, and we are extremely happy to be recognized for our efforts. It fills us with great pride to have been selected as a Superbrand along with other large international brands,” said Edit Pápai, Cellum’s Director of Communications.

A longtime market leader in the mobile payment industry in Central and Eastern Europe, Cellum in recent years has expanded its reach to Asia and the United States.

Consumers have recently been introduced to a number of mobile payment services based on Cellum’s technology, including the MasterCard Mobile, Erste MobilePay and OTPay mobile wallets.

“The mobile payments space represents one of the world’s most dynamically developing industries,” Pápai said. “A few years ago, the only mobile payment service in this region was parking via SMS. Nowadays we can use our phones as wallets when paying in stores. And Cellum is the only firm in the region that has been a decisive actor during this entire period of transformation.”

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

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