

Cellum announces roadmap for Chinese market

EU-based multinational provider of mobile wallet solutions on track to benefit from m-commerce growth in the world's largest Internet market

Shanghai, July 17, 2015 – Leading mobile wallet provider Cellum announced at this week's Mobile World Congress Shanghai that following its recent entry into Thailand and Indonesia, it would soon start offering its mobile payment and commerce services in China as well, a market in which 600 million consumers are expected to gain access to m-commerce services within the next five years alone.

Speaking at a session on mobile payments, CEO János Kóka explained that in Asian markets, when it comes to mobile transactions, security is the most important concern besides user experience. The Chinese audience got its first introduction to Cellum's white-label mobile wallet technology, which the company will tailor to meet local needs and will make available both as a turnkey solution and in a modular model. Kóka also introduced the [Cellum Plug & Pay](#) service, which provides a plug-in for adding a card payment option to merchants' mobile apps. The company's patented Split Secret secure card vault and tokenization technology with its zero percent fraud rate has drawn serious interest.

"While we have enjoyed success in some of the largest national markets in the world, China represents an unparalleled opportunity," said Cellum Global CEO János Kóka. "Not only is it the world's largest economy today when measured by purchasing-power, it has the largest number of Internet users, who collectively spend upwards of \$60 billion annually on foreign e-commerce sites alone. China's e-tail market is now bigger than that of US, Britain, Japan, Germany, and France combined. And as the number of middle-class consumers continues to boom, within five years the expected number of 3G+ smartphone users in China will be 1.2 billion. By now, mobile-initiated transaction volume approaches 50% of e-commerce sales. Alipay and Tenpay dominate the market, but there is a large room for Cellum in white label secure mobile wallet services for financial institutions, device manufacturers and mobile network operators and in-app payment modules for merchants."

Cellum is planning to launch its services in China based on its Cellum Mobile Next platform and build the supporting PCI DSS compliant infrastructure in 2016.

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, Evercross and Kalixa.

Established in 2000, the company began a major international expansion in 2011, establishing subsidiaries in several European, North American and Asian markets.

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