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## FOR IMMEDIATE RELEASE

### Cellum to expand into Bulgaria in JV partnership with Corpbank

**Sofia, September 14, 2011** – Ilyan ZAFIROV, CEO of Corpbank (Corporate Commercial Bank AD) today signed an agreement in Sofia with János KÓKA, Chairman and CEO of Cellum Global on establishing Cellum Bulgaria, a joint venture company (JV) for developing and providing mobile payment transaction services. The Bulgarian partner to Cellum Bulgaria shall be Corpbank and Velder Consult. The establishment of the JV is planned for the fourth quarter of 2011. The new innovative venture, Cellum Bulgaria, shall introduce easy-to-use mobile purchase, mobile payment and NFC (contactless) transaction services into the Bulgarian market, all of which will be based on Cellum's secure payment technology.

As a result of the joint efforts, it will soon become possible buying, paying, betting, transferring money, topping-up prepaid phone-cards or paying bills swiftly and easily, in Bulgaria. *"We can turn mobile handsets into intelligent purse. The Hungarian success can be repeated in Bulgaria, for the benefit of Bulgarian customers. We know today, how we, in Central and Eastern Europe, will pay tomorrow."* - said Mr. Kóka. Ilyan Zafirov added, that *"the paramount strength of Corpbank group is laying in innovative products and high value-add. In concerted efforts with the one of the largest players of the Central and Eastern European mobile transaction arena, our clear ambition is to become the number one player in this segment, in Bulgaria, too."*

#### Note to Editors:

**About Cellum:** Hungary's leading mobile transaction developer and service provider company group, a fast growing technology company, established in 2000. Operates in partnership with MasterCard, Hungarian Telekom group, Telenor, Vodafone, Hungarian Land Credit and Mortgage Bank (FHB) and large merchants, including SPAR, Libri and others. Cellum's products are based on its proprietary, internationally acknowledged high-security implementation of mobile purchase, mobile payment and NFC (contactless) technologies. Cellum Global Inc. has recently secured significant funding in the form of venture capital investment, for financing its international development and operations.

**About Corpbank:** The Corporate Commercial Bank AD was established in 1994. By the end of 2007 the Bank's assets amounts to BGN 1,771,306,000 ranking tenth by asset-based market share with 3.00%. The major principles in the Bank's work involve high-quality service, social commitment and generation of value added for clients, shareholders, employees and the society. The Bank's operations are aimed at providing professional and non-standardized bank services with high value added. A distinctive advantage of the Bank is its individual approach to clients and complex bank service. With few exceptions the Corporate Commercial Bank do not provide structured products and offers its clients exclusively individual services to meet their needs and profile. The Bank works mostly with corporate clients approaching individually each of them, ensuring transparency in relations and providing a package of financial solutions rather than a set of bank services.

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