



PRESS RELEASE

Cellum guarantees high level of data security
The Hungarian company has been the first mobile payment service provider in the region to receive PCI DSS certification

Budaörs, 10 April 2012 – As verified by an independent audit, mobile payment transactions managed by Cellum Group comply with the highest security standards of the industry, and thus the Hungarian company got the green light to cooperate with the largest financial service providers around the world. Cellum Group member MPP Hungary received today, after a longer preparation period, the PCI DSS certification, and has been the first mobile payment service provider in the region to comply with Payment Card Industry Data Security Standards.



Last autumn Cellum announced the successful development and launch of MasterCard Mobile service, the world premier of which was held in Hungary. This innovative mobile payment solution can be adopted by any service provider and be used globally by financial institutions and mobile telecom service providers. The 'remote mobile payment system' by Cellum turns handsets into virtual wallets: payment is not only fast and easy, but also complies with the highest security standards of the industry. The Hungarian company plans to introduce the new payment solution in 10 other countries in the region and further markets are to follow. The PCI DSS certification guarantees and proves towards international financial institutions and mobile telecom service providers that solutions by Cellum comply with the highest level of bank security standards – and thus opens the way to cooperation with many new potential business partners.

Created by Visa, MasterCard, Amex, JCB and Discover, PCI DSS (*Payment Card Industry Data Security Standard*) is a multifaceted security standard that includes requirements for security management, policies, procedures, network architecture, software design and other critical protective measures; compliance is now mandatory for all service providers in the bank card industry. The main objective of the standard is to reduce bank card fraud in e-commerce and at points of sale. Compliance with the standard, which includes 12 strict security requirements, is mandatory for any company that handles, stores or forwards bank card data.

Financial settlement of all mobile payment transactions of Cellum Group is carried out through MPP Hungary Zrt, the financial 'hub' of the company group. The audit has found all activities of MPP Hungary Zrt. are fully compliant with PCI DSS, which guarantees that payment transactions by Cellum are protected by the highest security solutions. Cellum is the only PCI DSS certified mobile payment service provider in Hungary.

The audit was carried out by AperSky Consulting. Managing Director of the company Tátrai Péter, a Qualified Security Assessor, noted that *"nowadays the greatest IT threat is data theft and data loss due to inappropriate security systems. PCI DSS compliance significantly reduces the risk of card data thefts, because PCI DSS requires the highest level of card data protection. All company processes and solutions related to PCI DSS are reviewed and analyzed from several aspects during the audit."*

"Recent card data thefts in the US remind us that data security is a key competitive factor. Cellum has always offered the highest level of security for its clients, and data security has always been one of our main competitive advantages in international markets. The independent third-party PCI DSS audit now delivers official proof of our values and strengths we have been aware of" – added Cellum Director of Strategy Inotay Balázs. The PCI DSS certification may give a boost to international expansion of Cellum.

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About Cellum:

Cellum is Hungary's market-leading corporate group specializing in the development of secure mobile payment solutions. Established in 2000, the fast-growing technology group has worked in close cooperation with partners such as MasterCard, Magyar Telekom Group, Telenor, Vodafone, FHB Bank, and SPAR. Cellum proprietary developments cover all areas of m-commerce, including mobile purchasing, mobile payment and (non-touch) NFC technologies. Today, over one million secure mobile transactions per month are managed by Cellum in Hungary. The company group started regional expansion in 2010 – a subsidiary was set up in Bulgaria and negotiations with Austrian, Russian, Rumanian, Georgian, and Albanian partners are under way. Cellum Global Zrt. has recently received substantial venture capital injection to finance its international expansion plans. <http://www.cellum.com/>

PCI DSS standard and audit system: <https://www.pcisecuritystandards.org>

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