

Proxama and PrePay Solutions Partner to Drive Mobile Contactless Payments

Partnership enhances customer experience by combining mobile engagement, loyalty and mobile contactless payments using Host Card Emulation

London, UK - 12 June 2014: Proxama PLC (AIM: PROX), the global mobile marketing, loyalty and payments company has partnered with PrePay Solutions (PPS), to provide mobile contactless payment solutions to PPS's customer base. A world leader in prepaid and technology services, PPS (jointly owned by Edenred and MasterCard) and Proxama are collaborating to enable PPS's customers to make contactless payments via their mobile device, leveraging Host Card Emulation (HCE).

This is an exciting, large scale opportunity for the two companies to combine their individual expertise and capabilities to leverage the huge growth potential of prepaid in mobile payments. With the advent of HCE, many of the financial and operational barriers for mobile contactless payments have been removed. Any brand, retailer or financial services company can now launch their own branded mobile contactless payment programmes with value added services such as mobile engagement and loyalty initiatives involving proximity marketing and voucher services.

With the support of the third party prepaid issuance and processing built into these new joint solutions, the partnership opens up new opportunities to capitalise on their existing customer bases.

Neil Garner, CEO & Founder, Proxama PLC comments: "We have seen a lot of changes in the payments industry in recent years with the development of contactless cards and now mobile payments, bolstered most recently by the news of NFC patents being granted by Apple in January and May this year. By combining our technologies and platforms, PPS and Proxama are delivering a genuine end-to-end service. Adding the very best prepaid services can offer to our own solutions, creates a unique offering that provides our customers and financial organisations with the best possible experience. This collaboration with PPS marks an important step forward for mobile engagement and will certainly help drive mobile contactless payments uptake."

Ray Brash, Chairman and CEO, PPS says; "In this highly competitive sector, offering new ways to use our payment products is a real priority for us at PPS and as such adopting mobile as a vehicle is essential. Through this partnership, we have been able to take the best from our own portfolio and offer more value to our clients by taking our payment propositions to the mobile world with HCE through Proxama."

Combining the rich variety of existing services from both companies, Proxama delivers mobile marketing and payment solutions to major brands, retailers and financial institutions globally with PPS servicing customers in 22 countries worldwide and in excess of 80 million payment cards under management. A recent report commissioned by the Centre for Economics and Business Research (Cebr) found that payments not involving cash or card are set to grow from 9.3% of all retail transactions today to 19.6% by 2019.

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For further Information:

Proxama PLC Neil Garner, Chief Executive Miles Quitman, Chief Commercial Officer Coen van Breda, Chief Financial Officer	020 7959 2298
Peel Hunt LLP (Nominated Adviser and Broker) Richard Kauffer Daniel Harris	020 7418 8900
Cadogan PR Alex Walters	0207 499 5002 07771713608

About Proxama

Proxama is a mobile commerce, loyalty and payment solutions provider. Proxama helps businesses to accelerate commerce by combining loyalty, brand marketing and mobile contactless payments. By connecting the physical and digital worlds, consumers can pay for goods and services, participate in and benefit from loyalty programmes and access information through their mobile phones.

<http://www.proxama.com>

About PrePay Solutions

PrePay Solutions designs, manages and implements a wide variety of prepaid cards programmes and is jointly owned by Edenred, the world leader in prepaid corporate services and MasterCard® Worldwide, a leading technology company in the global payments industry. It has over 13 years of prepaid experience throughout Europe and in 2013 had over 160 active prepaid programmes and 65 million cards under management. <http://prepaysolutions.com/>