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net mobile AG wins StarHub Singapore as a new client for its Direct Carrier Billing solutions for Google and Microsoft

The global market leader for Google Carrier Billing integrations further strengthens its position in Asia for Google Play and Microsoft's Windows Phone Store

Dusseldorf, 23rd of April 2014 – StarHub, Singapore's second-largest carrier, will now rely on the Direct Carrier Billing integration of market leader net mobile AG (net-m). StarHub Mobile customers can pay for digital content purchased on Google Play and Windows Phone Store simply via their mobile phone bill. net-m belongs to Microsoft Corporation's trusted aggregators providing this special payment service. This contract further demonstrates the success of the Dusseldorf-based specialist in the mobile payment services sector. "Singapore is one of the technological pioneers in Direct Carrier Billing. This win for our company sends out a very special signal to other potential clients in the region", is how Edgar Schnorpfeil, CEO of net mobile AG, assesses the move to Singapore. "I expect that we will soon be able to exploit further big growth potential in Asia, as Google enjoys wide Android coverage over there. The collaboration with Microsoft is another milestone for our company, and we look forward to further joint projects."

One of the main reasons for net-m's rapid market penetration is the timely and flexible adaptation of the payment system to each network operator's payment interface and billing system. This guarantees mobile operators an effortless and cost-effective link-up to leading app stores, with the opportunity for rapid growth in sales.

"net-m's flexible payment gateway solution has enabled StarHub to offer customers a hassle-free option of charging digital content purchases from Google Play and Windows Phone Store securely to their StarHub Mobile post-paid bill. We look forward to offering our customers other complementary mobile payment services in the near future," comments Tian Ung Ping, Assistant Vice President of Mobility, StarHub.

In addition to Singapore, net-m already leads the technical and operational interface between Google and network carriers in ten other countries. More than 100 million mobile phone users across Europe and Asia can use net-m's solution to easily and securely pay for digital goods on Google Play via their mobile phone bill.

The end user thus has a widely accepted payment method at his disposal that can be immediately used without complex registration. In a fixed-term contract, the sum in question is added to the mobile phone bill. The billing is fast, easy and secure, as no credit card information is registered. Paying via the mobile phone bill allows StarHub customers – who do not possess a credit card – to easily buy digital content such as apps, games or e-books.

The transparent user authentication and easy payment procedure has led to a significantly increased buying interest on the part of mobile phone owners. "Turnover with digital content has increased dramatically following integration for all of our clients to date", says Edgar Schnorpfeil.

Alongside this flexible technical integration, net-m offers its clients further comprehensive services: A Customer Care Tool that allows customer requests to be processed easily is one of a number of added value benefits for network operators. The network operator – acting as agent – enjoys full transparency and has complete insight over all business-related information regarding customer transactions. Moreover, with the help of a comprehensive Business Intelligence solution, the client can monitor transaction dates, the type and scope of purchases, and rankings for the most successful apps, app-specific trends, peak times and many other relevant analyses.

About StarHub

StarHub is Singapore's fully-integrated info-communications company, offering a full range of information, communications and entertainment services for both consumer and corporate markets. StarHub operates a mobile network that provides 4G, 3G and 2G services. It also manages an island-wide HFC network that delivers multi-channel pay TV services (including HDTV, Internet TV and on-demand services) as well as ultra-high speed residential broadband services. StarHub operates an extensive fixed business network that provides a wide range of data, voice and wholesale services. Over Singapore's fibre-based Next Generation Nationwide Broadband Network, StarHub offers a broad range of home and business broadband plans along with a host of advanced media-rich value-added services, such as IPTV for commercial entities.

Launched in 2000, StarHub has become one of Singapore's most innovative info-communications providers, and the pioneer in 'hubbing' - the ability to deliver unique integrated and converged services to all its customers. StarHub, listed on the main board of the Singapore Exchange since October 2004, is a component stock of the Straits Times Index and the MSCI Singapore Free Index. Visit www.starhub.com for more information.

About net mobile AG

net mobile AG is a leading international full-service provider of mobile value added services and payment solutions. The company, founded in November 2000, is regarded as an innovation leader in the marketplace. Clients worldwide include national and global mobile telecommunication providers, media companies, portals, brand name companies as well as TV channels, for which complete white label solutions such as direct carrier

billing and mobile TV services are provided. Since December 2009 NTT DOCOMO, INC. is the main shareholder with over 87% share ownership. For more information please visit www.net-mobile.com.

If you have any further questions we will be most happy to help you. We will gladly establish a direct contact to the responsible person at net mobile AG.

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