

**PRESS RELEASE**

## **net mobile AG and Smart Communications announce Google Carrier Billing partnership**

*Smart Communications, the largest network operator in the Philippines, now offers its customers the ability to pay for purchases in Google Play Store directly via their mobile phone bill.*

**Dusseldorf, 9. December 2014** - The leading mobile operator in the Philippines, Smart Communications, Inc. (Smart) now offers its customers the ability to pay for purchases in Google Play directly via their mobile phone bill. Smart commissioned the NTT DOCOMO subsidiary net mobile AG (net-m), the world's leading provider of Google Carrier Billing integrations, to implement the service.

Smart serves about 55% of the mobile market in the Philippines. With more than 20,000 mobile broadband stations, of which more than half are 4G<sup>1</sup> capable, this wireless service provider operates one of the best cell phone infrastructures in Asia and is considered a pioneer in mobile innovation.

*Credit card penetration in the Philippines is very low*

"With Direct Carrier Billing for Google Play now available to Smart subscribers, we are allowing our users to elevate their Android experience by downloading paid apps and making in-app purchases even without a credit card. This is another way we are allowing our subscribers to 'live more' through the breakthrough digital innovations we are introducing to the market," said Mellissa Limcaoco, Innovation and Product Development Group Head at Smart. Likewise, Sebastian Böhm, Senior Vice President and Executive Director of payment solutions of net mobile AG is pleased with the successful connection: "With Smart we were able to connect another leading mobile operator in Southeast Asia to our Carrier Billing systems. This project was very important for us, as millions of people will get access to paid content in Google Play for the first time."

*World's largest number of Google Carrier Billing integrations*

The Dusseldorf based net mobile AG has connected more mobile operators to Google Play than any integrator worldwide. As of today there are more than a dozen mobile operators globally offering Google Carrier Billing with the help of net mobile AG – with new operators

being added every month. Thanks to years of expertise in this area and close collaboration with Google, the specialist for mobile payment now serves approximately 150 million customers globally with this one-click payment method.

### **About Smart**

Smart Communications, Inc. (Smart) is the Philippines' leading wireless services provider with 53.5 million subscribers on its GSM network as of end-September 2014. Smart has built a reputation for innovation, having introduced world-first wireless offerings such as Smart Money, Smart Load, Smart Padala, and the Netphone. Smart offers 3G, HSPA+, and LTE services, while its satellite service Smart Link provides communications to the global maritime industry. Smart Broadband, Inc., a wholly-owned subsidiary, offers a wireless broadband service, Smart Broadband, with 2.1 million subscribers as of end-September 2014.

Smart is a wholly owned subsidiary of the Philippines' leading telecommunications carrier, the Philippine Long Distance Telephone Company. For more information, visit <http://www.smart.com.ph>.

### **About net mobile AG**

net mobile AG is a leading international full-service provider of payment solutions and mobile value added services . 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, online shopping portals, brand name companies and television networks, for which complete white label solutions such as direct carrier billing and mobile television 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](http://www.net-mobile.com).

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

### **Contact person net mobile AG**

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