



**PRESS RELEASE**

**net mobile AG wins Hutchison Drei Austria GmbH as a new client for Google Play Carrier Billing**

*net mobile AG allows customers of Drei in Austria to pay via their cell phone invoice in Google Play*

**Dusseldorf, 19 May 2014** - As part of its partnership with Group "3", Dusseldorf based net mobile AG (net-m) has announced yet another successful integration and the continued operation of Google Play Direct Carrier Billing in Austria. The assignment took place as part of a framework contract with the international company Hutchison Whampoa Limited (HWL) in the course of which customers of "3" in Sweden, Ireland and Hong Kong could already use the new payment method in Google Play. Apps and other digital goods such as books, music, games as well as the music streaming service Music All Access can be paid easily and safely via the mobile phone bill.

Following the general European trend, the Google Android operating system dominates the smartphone market in Austria. With this integration and the availability of Google Play Carrier Billing, HWL can generate new revenue streams through the sale of digital content. Technical studies from Analysys Mason about the willingness to purchase digital goods also certify an enormous increase in digital purchases following connection to Direct Carrier Billing. Edgar Schnorpfeil, CEO of net mobile AG sums up the advantages of an alternative payment method as follows: "The conversion rate with Direct Carrier Billing is five times higher than for credit cards. For many non-credit card customers, the mobile payment system allows the purchase of paid content in Google Play for the first time." When registering, sensitive credit card information does not have to be provided. Transparent user authentication and the easy handling of the payment process also significantly increases the buying interest of mobile phone owners. Edgar Schnorpfeil also sees rapid market acceptance: "Austria has an equally low

penetration rate for credit cards as in Germany. Which is why we expect that young customers in particular will increasingly use this payment method in the Google Play Store.

With this latest contract in Austria the Dusseldorf based specialist for mobile payment services has further established its lead in the German-speaking world and its global leadership in the market for mobile payment offerings. This smart solution ensures that mobile operators worldwide enjoy fast connections to leading app stores and a flexible adjustment to existing payment interfaces and billing systems. Thanks to the net-m-payment solution more than 100 million mobile Google Play customers can pay for purchased digital goods easily and safely via their mobile phone bill worldwide.

#### **About Hutchison Drei Austria GmbH**

Hutchison Drei Austria GmbH is a 100% owned subsidiary of Hutchison Whampoa Limited in Hong Kong. Together with Hutchison 3G Austria GmbH it started the sole mobile provider in Austria under the brand name "3" in May 2003. Drei aims to make life easier for its customers through the most direct access to the latest technology and the digital world. Drei believes that mobile communication is an integral part of daily life and should be affordable for all Austrians. Apart from voice telephony in HD quality and mobile broadband Internet, Drei provides numerous multimedia options such as 3MobileTV - and that in Austria's strongest network. On 3 January 2013 Drei completed the take-over of Orange Austria and already counted 3.428 million customers by December 31, 2013.

#### **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, 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**

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