



PRESS RELEASE

net mobile AG allows Bouygues Telecom customers to make Windows Phone Store payments via their mobile phone bill

Users of Bouygues Telecom can now pay for Windows Phone Store purchases quickly and easily via their mobile phone bill.

Dusseldorf, 27th October 2014 - One year after the successful connection of mobile payments - also known as Direct Carrier Billing - in Google Play Store, the third largest French mobile operator Bouygues Telecom is expanding its mobile payment offer and relying again on the expertise of Dusseldorf based net mobile AG (net-m). As a result Windows Phone users will be now be able to pay for digital goods such as applications and games easily and securely via their mobile phone bill.

Expansion in the Direct Carrier Billing Sector

"The fact that Bouygues Telecom has chosen us again, confirms our excellent cooperation over the past 12 months. The recent launch is part of our global expansion strategy in the Direct Carrier Billing sector" said a happy Sebastian Böhm, Vice President for App Store Payment Solutions at net mobile AG, about the continued confidence shown by the French mobile phone operator.

Simple Connection of Different Payment Interfaces

With an annual¹ global growth rate of 46%, direct payment via a mobile phone bill is the most popular payment method worldwide. net mobile AG's partnership with Bouygues Telecom reinforces once more its leadership position for mobile payment deals within the international marketplace. Not only does net-m facilitate significant connection simplification of different payment interfaces, but also guarantees operators stringent compliance with various regulatory and technical requirements when in operation.

¹ Source: Pulse Mobile

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.

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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