

PRESS RELEASE

“mopay” is MindMatics’ new signature product. Paying for web content by mobile phone in 60 countries.

Munich, 18th of November 2009 – MindMatics is going on the offensive with its “mopay” product. Today, more than 3.1 billion people worldwide have the option of buying digital goods on the web simply by using their mobile phone. Transactions are debited from the customer’s mobile phone bill or pay-as-you-go credit. mopay incorporates a wide variety of country specific protocols and regulations of approximately 290 mobile network operators in more than 60 countries into a uniform web widget giving mopay the number one position world-wide in terms of country coverage .

Micropayments can now be deducted from customers’ mobile phone bills instantly via a simple internet payment window which every portal provider can integrate into its website. Whilst numerous payment provider already offer simple direct debit and credit card web integration, mopay (<http://www.mopay.com>) is the payment alternative giving a young target audience the option of purchasing digital goods internationally. The variety of the goods range from membership fees for online communities, fee based access to songs or videos, and so-called “virtual items” in online games.

Using mopay is very simple: the user clicks on the “mopay” icon when purchasing on the web. A payment window opens and allows the user to enter their mobile phone number. The user instantly receives a PIN number via SMS on their mobile which they need to enter in the mopay window. There is no need to enter names, credit card information, account numbers and addresses. With nearly 100% mobile penetration in the Western world and beyond, mopay represents a safe and simple method of payment for many.

From a retailer’s point of view, incorporating mopay and activating the payment feature can be completed within a few hours. Website operators will immediately open up a new window of opportunity for their goods and services to a target group of consumers who do not have credit cards or other payment methods at their disposal. Analyses show that

existing sales with existing payment methods are not cannibalized by mopay sales but are instead supplemented by a new revenue stream. Experts predict a rise in sales of around 40% per year over the next 3 years for the digital goods market. mopay is at the forefront of this growing market segment.

“The fact that web services are not only financed by advertising but also by commercial transactions means that mobile phones have an additional function as a mobile wallet in their broad spectrum of functions” says Ingo Lippert, CEO of MindMatics AG. “We’re proud to already have as our customers some of the largest gaming and community operators in Europe today.”

About mopay:

Mopay is a trademark of MindMatics AG, which has evolved into an international market leader for network provider-based micropayment billing solutions. Mopay is available to around 3.1 billion people worldwide in 60 countries and offers a world-wide SMS delivery infrastructure which is highly stable and reliable. Customers include prestigious gaming, community and content portals. MindMatics AG was founded in March 2000 and employs more than 100 employees in Munich, Cologne, Vienna and London.

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