



**PRESSEMITTEILUNG – PRESS RELEASE**

**Google Carrier Billing for Swisscom goes live: net mobile AG's further integration programme is on course for success.**

As from now Swisscom customers can easily pay for Google Play Store digital goods by mobile phone bill.

**Düsseldorf, 04<sup>th</sup> of September 2013** – net mobile AG (net-m), today announced the successful integration of Google Carrier Billing for Swisscom. With more than six million registered customers Swisscom is the largest mobile operator in Switzerland.

With the simple and convenient Google Carrier Billing solution, all Swisscom postpaid and prepaid customers can pay for digital goods quickly and safely via Google Play in combination with their mobile phone bill. By doing away with initial customer registration, introducing transparent user authentication and easy handling before and after a purchase – for example subscriptions – the benefits are obvious. Another special feature, which sets it apart from the Android competitors, is a unique opportunity to fully test apps for 15 minutes before confirming a purchase. Which means everyone can rest assured to have found the right app for their smartphone.

Not only will this benefit all customers without a credit card, as they can now buy paid content, but also the mobile operator thanks to the additional revenue potential with digital content. According to a survey by statistics portal Statista.com, the Swiss, in particular, are world leaders in downloading apps. Apparently every mobile user has an average of 19 paid apps installed on their smartphone.

"We look forward to working together with Google and net mobile AG to offer all Swisscom customers a mobile payment solution in Google Play Store. Our customers can look forward to a comfortable and first-class shopping experience" says Dheeraj Soni, Head Of OTT, CDN & Peering Services of Swisscom.

"For us Swisscom represents a long-standing and successful partnership from which many previous innovative services have already evolved. We are proud, together with Swisscom, to have now introduced Google Carrier Billing in Switzerland, a country with many smartphone-savvy customers. We are further expanding our existing market leadership in the Google Carrier Billing segment and now operate the technical and operational interface between Google and network operators in eight countries" says Theodor Niehues, CEO of net mobile AG.

Follow us on Twitter: [www.twitter.com/netmobileag](http://www.twitter.com/netmobileag).

#### **About net mobile AG**

net mobile AG is a leading international full-service provider of mobile value-added services and payment solutions. The company was founded in November 2000 as a market innovation leader. Worldwide clients include national and global mobile telecommunication providers, media companies, portals, brand name companies as well as TV channels, for which complete white label app stores, direct carrier billing solutions and mobile TV services are provided. Thanks to our own bank and European credit card licenses net-m offers its customers innovative credit card programmes, PSP and mobile POS solutions. Since December 2009 NTT DOCOMO, INC. is the main shareholder with more than 87% share ownership. For more information please visit [www.net-mobile.com](http://www.net-mobile.com)

#### **About Swisscom AG**

Swisscom is Switzerland's leading telecoms provider, with 6.3 million mobile customers, 902,000 Swisscom TV customers and around 1.7 million broadband connections (retail). In the first half-year 2013, the company's 19,859 employees (full time equivalents) generated revenues of CHF 5,6 billion. For more information please visit [www.swisscom.ch](http://www.swisscom.ch)

For further questions we are happy to help you. We will gladly connect you to the responsible contact at net mobile AG.

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