



PRESS RELEASE

net mobile AG continues its success with Google Play Direct Carrier Billing

O2 Ireland lets you pay via your mobile phone bill

Dusseldorf, 27. November 2013 - net mobile AG (net-m), the global leader in Google Carrier Billing, has launched mobile bill payments in Google Play Store in partnership with O2 Ireland. This is net-m's tenth successful integration, which underlines once more its leading role as a technical service provider for network operators.

The acquisition of thrilling games, great music, exciting books and exceptional apps - previously accessible to credit card users only - is now available to O2 Ireland's Android phone customers via charge to mobile.

In addition to 1 million apps, books and games, the music streaming service MUSIC ALL ACCESS is also available in Google Play Store. Likewise this can also be easily paid via your mobile phone bill.

net mobile AG's Carrier Billing Solution is part of a rapidly growing market and can be used for numerous well-known app stores. The transparency of user authentication and the easy payment handling process both result in a significant increase in buying interest. According to a study by Analysis Mason, Direct Carrier Billing offers a conversion rate that is five times higher than that for credit cards. As a result, sales of paid apps are likely to see a significant increase from \$ 9.1 billion in 2013 to \$14.7 billion in 2017 (Study by Gartner).

"The decision to opt for net mobile AG's Google Carrier Billing Solution was an easy one. They provided a flexible and fast connection to our payment interface systems, while giving our customers a new, easy to

use and cost-effective shopping experience at Google Play", says Fintan Lonergan, Managing Director of O2 Media.

We are delighted that O2 Ireland has decided to work with us. This launch is another successful rollout of our Direct Carrier Billing solution to enable frictionless mobile payment for leading app stores." says Theodor Niehues, CEO at net mobile AG

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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 and is regarded 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 we provide complete white label app stores, direct carrier billing solutions and mobile TV services. 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.

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

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