

GSMA Expands Reach of Mobile Money Transfer Programme

Forges Strategic Partnerships with Belgacom International Carrier Services and the Royal Bank of Scotland Group

18 February 2009, Barcelona: The GSMA today announced new developments in its Mobile Money Transfer (MMT) programme, an initiative that leverages mobile to facilitate access to money transfer services. Complementing the successful alliance that has been in place with The Western Union Company for the past eighteen months, the GSMA has selected Belgacom International Carrier Services (Belgacom ICS) and its technology partner eServGlobal as a new remittance provider in the MMT programme. To add further flexibility for operators, the GSMA has also chosen the RBS Group, a global bank, as a remittance partner and is working with them to finalise the offering.

“Since the launch of the MMT programme in 2007, we’ve made significant progress to catalyse the mobile money market,” said Bill Gajda, Chief Commercial Officer for the GSMA. “We’ve delivered live commercial deployments of mobile remittances and established five active corridors with Western Union, we’ve increased the number of markets served from three to 54, and we’ve moved the market from one wholesale remittance provider in 2007 to 12 providers today. In addition, we’ve established price points that enable mobile operators to offer affordable services to consumers, which will make remittances much more accessible to a larger addressable market. The partnerships we’re announcing today will serve to further accelerate the availability of money transfer and other financial services to a wider section of the global community.”

The GSMA and its MMT partners have established a commercial and technical framework that enables mobile operators to deploy services that allow consumers to send and receive low-denomination, high frequency money transfers using their mobile phones. With the alliances with Western Union, Belgacom ICS and the RBS Group, the MMT programme offers a variety of solutions to mobile operators. The GSMA will continue to build partnerships that will enable it to support the four remittance provider models that have been identified through the programme: Global Processing Company, Wholesale Bank, New Company and Wholesale Remittance Provider.

Each of the partners announced today offers a unique proposition in the mobile money transfer value chain, further expanding the scope of the programme and its services. For instance, in addition to being a mobile remittance platform, Belgacom ICS’ HomeSend solution, which was built in partnership with eServ Global, is capable of providing

international air time transfer and top up. Beyond RBS' market-leading foreign exchange trade system, the Group brings in-market regulatory compliance and banking operations expertise to operators through a co-branded ('Powered by RBS') joint offering in relevant markets.

More information on the MMT programme is available at <http://www.gsmworld.com/mmt>

About the GSMA

The GSMA represents the interests of the worldwide mobile communications industry. Spanning 219 countries, the GSMA unites more than 750 of the world's mobile operators, as well as 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations. The GSMA is focused on innovating, incubating and creating new opportunities for its membership, all with the end goal of driving the growth of the mobile communications industry. For more information, please visit <http://www.gsmworld.com>

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