



Press release

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The PingPing ecosystem grows!

New partners join the platform

PingPing, the platform for micro mobile payments launched on 23 March, is causing a stir among users and partners alike. Besides the important technical partnership with Alcatel-Lucent, Kinopolis, The Foodmaker and the *Vrije Universiteit Brussel* (VUB) have joined the PingPing ecosystem.

For the past two months, almost 500 test users have been using the easy payment system, PingPing, to pay for their purchases at the cafeteria of the Belgacom Towers and the City Delhaize Manhattan supermarket.

About a hundred customers of the cinema group Kinopolis tried it out last week, and now a large-scale test will be carried out with students of the VUB.

Brief reminder of recent partnerships:

-Kinopolis

Kinopolis successfully tested PingPing's ticketing and couponing services last week, when a hundred customers attended the avant-première of the film "Angels and Demons" at the Kinopolis at the Heysel in Brussels. These customers not only tested the virtual cinema ticket, but also received a free drink via a PingPing coupon.

- *Vrije Universiteit Brussel* & Hasco

As from 27 May, students of the VUB will be able to test PingPing to pay for their meals at the university canteen - an ideal opportunity to collect feedback from a young and dynamic population, which should be sensitive to the speed of payments with PingPing. This test is another product of the partnership between PingPing and Hasco, a provider of computerized cash register solutions. More information: <http://www.vub.ac.be/infovoor/toekomstigestudenten/restaurant.html>

-The Foodmaker

In the beginning of June, it will be The Foodmaker's turn to offer a test to its customers – initially, only at its branch within the Belgacom Towers, and later on at its other points-of-sale.

- Keytrade

As a reminder, at the beginning of April, Keytrade was the first company to offer its customers the possibility to directly link their bank account to their virtual PingPing wallet.

More info: www.pingping.be

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