



## Press release

Brussels, 8 September 2009

### **PingPing also for your online purchases**

***Pursuing its aim to construct a complete ecosystem, PingPing prepares to launch a simple, fast and secure solution for online micro-payments.***

Launched last March in the form of pilot projects, the mobile micro-payments platform is now ready to launch a solution for online payments. Simple, fast and secure, this innovative solution will enable users to make online purchases of up to €25 without any worries.

- **Simple:** no need to enter a long card number or request an access code by SMS. To pay, simply click the PingPing logo among the payment methods proposed by the site of your choice, send an SMS to sign the transaction and hey presto, you're done.
- **Fast:** the actual payment is carried out in a few seconds.
- **Secure:** no personal details (name, card number, secret code, etc.) are sent via the Internet. It is the SMS message sent via your mobile phone which makes it possible to authenticate you at PingPing.

What's more, you can check in real time all the transactions you have performed via the PingPing website.

### **Partnership with Ogone**

To ensure that PingPing is adopted quickly by online traders, PingPing has concluded a partnership with Ogone, the integrator of online payment solutions. A major player of the Belgian and European e-commerce sector, Ogone has more than 20,000 traders registered on its platform.

### **Some pilots projects in preparation with:**

- **Mobileweb**, the Belgian specialist of mobile solutions for large enterprises, medias, advertisers, marketing agencies.
- **Triotec** develops financial analysis web tools, tools dedicated to online brokers, asset managers and bankers. Currently, thousands of users have access to the TRIOTEC solutions. The various tools provide a clear, immediate and automatic diagnosis of investment opportunities on the stock market.

### **A unique solution for both the real and the virtual world**

Finally, by setting up a PingPing account to pay for your purchases online you enter the PingPing ecosystem. This will make your life easier, as it allows you to:

- pay for your parking or bus ticket;
- eat in your favorite snack bars, sandwich shops and pizzerias;
- pay with electronic meal vouchers;
- buy a soft drink from a vending machine;
- transfer money to another person;
- buy your cinema ticket.

This is a constantly growing ecosystem which, over the past few weeks, has welcomed the following partners:

**- Catering and restaurant trade:**

- **Eurest and Aramark**, two powerful players in the corporate and government catering sector, offer PingPing to their customers to speed up processing at the cash desks, and accept digitized meal vouchers.
- **The University of Antwerp** will also offer the option of using PingPing in its four restaurants, before extending its deployment to other applications.
- **Panos**, the pastry and sandwich shop chain, is currently testing PingPing in some of its outlets in Brussels.
- **The Coffee Club**, the chain of restaurants specialized in coffee and high-quality lunches will also start using it soon.

**- Cash desk integrators:**

**Compass Group, Torex and Eximco** have integrated PingPing in their cash desk solutions and offer it to their customers in the catering and retail business.

To discover the different outlets where you can already use PingPing, surf to [www.pingping.be](http://www.pingping.be)

Please also note that the test phase in the Belgacom Towers is progressing to a new stage: from now on, all Belgacom employees working in the Belgacom Towers, i.e. 6,000 people, will be able to pay with the PingPing system in the cafeteria and at the drink vending machines. To that end "fast-lane" checkout desks have been set up which are specially dedicated to this payment method. **In cooperation with Accor Services, Belgacom employees can also use this opportunity to try out the use of electronic meal vouchers via PingPing.**

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