

Oltio joins forces with PayU
payD brings debit card payment functionality to PayU

Johannesburg, South Africa, 28 March 2012 – GSMA Global Mobile Awards 2012 nominated company, Oltio, a joint venture company between [Standard Bank](#) and [MTN](#), has joined forces with PayU to bring debit card payments to the fingertips of South African consumers, through its mobile payment solution, **payD**.

Launched by Oltio in 2011, **payD** removes a significant obstacle to the mainstream adoption of e-commerce in South Africa by transforming a user's mobile phone into a remote point of sale (POS) device, using debit or credit cards for payments to be processed.

"This is a significant partnership for us," says Dave Parratt, Oltio's head of new business development, "because PayU currently processes 65% of all online payments in South Africa for brands such as Kalahari.com and Netflorist, which is at the moment, only available to customers with credit cards. **payD** makes it possible for debit card users to also make the transition to mobile based e-commerce."

According to an e-commerce study conducted by Strategy Worx earlier this year, South Africans remain sceptical of online shopping, with only 2.7% of the more than 15% of consumers that have a fixed line Internet connection choosing to purchase goods online..

Adds Parratt, "We believe that by putting the power of the point of sale device in the hands of consumers, via their cellphone, linking their number with a debit or credit card and utilising a Bank or ATM PIN number to authorise a transaction, we will minimise some of the scepticism surrounding e-commerce in South Africa."

"Adding payD to the extensive payment methods at PayU is another significant milestone in enabling e-commerce in South Africa," says Mark Chirnside, CEO at PayU MEA, "with PayD we now open up opportunities for merchants to reach more consumers who were previously excluded from transacting online, some of them would probably be transacting online for the first time"

payD technology is being used by Oltio parent company MTN for its Eazi Recharge pre-paid airtime top-up service which already has nearly 130,000 users.

Ends

About Oltio

Oltio (Pty) Ltd, formally MTN Mobile Money South Africa (Pty) Ltd, is a wholly owned subsidiary of MTN Mobile Money Holdings (Pty) Ltd, a joint venture company formed in 2004 between the MTN Group (50%), and the Standard Bank Group (50%). The Standard Bank Group is the largest African bank by assets and earnings and MTN Group is the largest African Mobile Network Operator (MNO).

Oltio has extensive expertise in banking, payments and mobile telephony and is ideally positioned as a specialised technology innovation company focusing on the environment where payments and mobile

technology meet. It is a mobile-centric company participating in the payments, financial services and related industries where our focus is on innovation and the delivery of new technology, products and services.

About payD

payD is a the new way of shopping on the web and as well as enabling mobile airtime top-up, using PIN-based bank cards and a mobile phone. Recognised as a standard method of payment across South Africa, payD is leading the way with its AMT (Authenticated Mobile Transaction) technology, turning a mobile phone into a secure pay point device.

The payD system is all about simplicity, convenience and security. Registration is automatic (the first time you use payD, your PIN-based debit, credit or cheque card is safely linked to your MTN or Vodacom SIM card). Your details are then securely encrypted, which means that all you'll need for future transactions is your mobile phone and your card PIN.

About payU

PayU is a mobile and online payment service provider that enables and empowers businesses and individuals in the Middle East and Africa to safely transact and easily participate in the economy. PayU Payment Solutions (Pty) Ltd ("PayU MEA"), headquartered in Cape Town, South Africa, is a subsidiary within the **Naspers** group of companies. The company's products include a **digital wallet** and a PCI DSS certified payment gateway, **PayU SafeShop**.

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