

Vodafone Hungary inks Ingenico Group mPOS mobile payment solution to build ReadyPay

Empowering small and micro merchants with cashless payment technology to enhance their customers purchasing experience and to simplify their sales operations

Ingenico Group (Euronext: FR0000125346-ING), the global leader in seamless payment, today announced that Vodafone Hungary has selected its comprehensive fully managed mobile payment solution to provide micro and small merchants with its brand new ReadyPay all-inclusive offer. The service proposed by Vodafone Hungary is built on the combination of Ingenico Group mPOS managed services and OTP Bank merchant acquiring services offer. The market potential for ReadyPay is several thousands in the next couple of years in the SOHO and SME segments.

The deployment of the ReadyPay mPOS solution fits perfectly with Vodafone continuous innovation and customer value creation strategy. With this new offer, the objective of Vodafone is to provide its SOHO and SME clients with a tailor-made all-in-one cashless payment acceptance solution which simplifies the everyday businesses of the merchants; offering a powerful alternative to cash payment, which contributes to improving their business performances by removing the complexity of cash handling and last but not least helping them with convenient, fast and secure purchase experience for their own client.

“We are very pleased with Vodafone Hungary trust in our expertise to build its innovative mPOS solution ReadyPay. This success illustrates Ingenico Group’s ability to answer to key customers’ bespoke payment solutions to offer new value propositions to their own clients,” said François Voyron, Managing Director Eastern Europe, Ingenico Group. ***“In this case, we joined forces with OTP Bank, the largest acquirer in Hungary, to build a solution fully fitting with Vodafone requirement to empower their SME with enhanced consumer purchasing experience by providing them a secure, seamless and fast mobile card payment acceptance.”***

Vodafone ReadyPay is the first mobile bank card acceptance (mPOS) service on the Hungarian Market open to all businesses. In addition to the device that is very easy to carry around due to its size, mobile communication and the app-based payment process management solution allow for very versatile usage. ***“The pocket-size secure Ingenico mPOS solution meets perfectly both technical and business requirements of ReadyPay,”*** explained István Király, Director of the Enterprise Business Unit. He believes that the latest bank card acceptance technology, coupled with mobile telecommunications, facilitates safe cashless payments for small and medium-size businesses at low up-front investment cost.

About Ingenico Group

Ingenico Group (Euronext: FR0000125346 - ING) is the global leader in seamless payment, providing smart, trusted and secure solutions to empower commerce across all channels, in-store, online and mobile. With the world's largest payment acceptance network, we deliver secure payment solutions with a local, national and international scope. We are the trusted world-class partner for financial institutions and retailers, from small merchants to several of the world's best known global brands. Our solutions enable merchants to simplify payment and deliver their brand promise. Learn more at www.ingenico.com  twitter.com/ingenico

About Vodafone Group

Vodafone is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone has mobile operations in 26 countries, partners with mobile networks in 57 more, and fixed broadband operations in 17 markets. As of 31 December 2015, Vodafone had 461 million mobile customers and 13 million fixed broadband customers. For more information, please visit: www.vodafone.com.

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