



## Fundamo Shortlisted for 2010 Global Mobile Awards

**Cape Town, South Africa, February 21 2010** - Fundamo, the world's largest specialist provider of mobile financial services, today announced its work with MCB on Mobile Payments Made Easy [www.mcb.com.pk/mcbmobile](http://www.mcb.com.pk/mcbmobile) has been shortlisted for the Best Mobile Money Service category of this year's Global Mobile Awards. These prestigious awards, winners of which will be announced at this year's Mobile World Congress, are the most highly respected of their kind in the communications industry.

The Global Mobile Awards honour excellence and innovation in mobile communications worldwide. **The Best Mobile Money Service Award** aims to recognise industry leaders in this new sector.

"We are delighted to have made the shortlist alongside MCB for such a prestigious award," said Hannes van Rensburg, Chief Executive Officer at Fundamo. "It is great for our partnership to be recognised not only for our industry leading technology, but also its pioneering approach to mobile financial services. Mobile technology will continue to revolutionise financial services delivery, dramatically improving inclusion, convenience and security in both developed and developing markets. We both look forward to playing a key role in achieving this vision."

"Being shortlisted for our Mobile Payments Made Easy service highlights our leadership in the mobile financial services industry," said Qasif Shahid, EVP - Head of Remote Banking & Business Development at MCB. "It is an honour to be considered for this award and together with Fundamo we look forward to pushing the boundaries of banking services via the mobile phone."

"Our congratulations to all nominees for the Global Mobile Awards 2010," said Rob Conway, CEO and Member of the Board of the GSMA. "Competition for these awards is fierce, with more than 500 entries - including many of an exceptional standard - and a highly discerning independent judging panel to impress; to be shortlisted is quite an achievement. We look forward to the unveiling of the winners at the Mobile World Congress in Barcelona next month."

Fundamo's Enterprise Mobile Financial Services Platform delivers a configurable, connected, secure mobile experience for all components of the process required to enable financial transactions via the mobile device.

For more information on the features of this technology click [here](#).

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