



Fundamo Now Certified in Western Union Mobile Vendor Program

18 February, 2010, Barcelona, Spain - Fundamo, the world's largest specialist mobile financial services provider, has announced its certification by The Western Union Company as a key partner in the innovative Mobile Vendor Program. The program is designed to extend the reach and accessibility of Western Union Money Transfer® services to mobile finance initiatives in Latin America, Africa, the Middle East and Asia.

Fundamo can now offer Western Union Services in Mobile Wallet and Mobile Banking Platforms within the Digital Vendor Program. Fundamo is one of the first two companies to be certified by Western Union. This certification will enable Fundamo's clients (mobile operators and banks) to facilitate Western Union mobile money transfers from the US, the UK, the UAE, Singapore and Hong Kong (and other countries) directly to subscribers with mobile wallets on the Fundamo platforms.

Once a bank or mobile operator contracts with Western Union to activate the Western Union® Mobile Money Transfer (MMT) service, its consumers will be able to send and/or receive money through Western Union's money transfer system. Western Union has a global agent network of more than 350,000 locations in over 200 countries and territories. MMT is currently available through select Agent locations as Western Union embarks on a program to extend availability to more locations during 2010.

Hannes van Rensburg, CEO of Fundamo, said "The mobile financial services industry is experiencing terrific growth, and we are delighted that major brands such as Western Union are realising the potential of this market. We are proud to be one of the first companies certified as a Mobile Vendor.

"Certification programs will further catalyse the market by enabling seamless interaction of all elements required for a robust mobile financial services ecosystem."

Fundamo, along with Western Union, worked on a pilot programme under the auspices of the GSMA, which represents the interests of the worldwide mobile communications industry, in the second quarter of 2008. The initiative allowed early mobile financial service concepts to be sold and trialled by the GSMA's operator members. This announcement marks the start of the next phase where these solutions can now be deployed commercially through licensed vendors.

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