



## **PAYMENT EXCHANGE**

### **Press Release**

---

#### **Payment Exchange International Ltd [PEX]**

**- First Third Party Processor in Sub-Saharan Region and Mauritius**

**- Announces the Launch of:**

**> Etoile Travel Card in collaboration with Rose Hill Transport and VISA**

**> Mobile Commerce in collaboration with EMTEL**

---

Ebene, 7 August, 2008 – Payment Exchange has today announced its embarkation in the launch of two innovative products namely Etoile Travel Card and Mobile Commerce.

#### **Payment Exchange**

Payment Exchange (PEX) is the first Third Party processor (TPP) in Sub Saharan Region and in Mauritius, certified by both Visa and MasterCard.

With its state-of-art technology and high-level expertise, PEX is strategically poised to offer its services and innovative solutions in all areas of e-payment, including SmartCard technology, to banks, the retail industry and financial institutions.

The Chief Executive of Payment Exchange Group, Mr. Sailesh Sewpaul said, “The system that PEX is putting in place will cater for any type of e-payment. We are the first certified Third Party Processor in Mauritius and Sub-Saharan region and will be able to process transactions on behalf of any institutions that want to outsource payment processing like Card Management, Card Personalisation, EMV Chip Cards, Loyalty Programs, Private Label Cards, Prepaid Cards, ATM Services, Merchant Acquiring, MultiCurrency Processing, eCommerce and mCommerce. Currently, PEX has its footmarks in Mauritius, Mumbai and London. The setup of PEX Kenya is being completed shortly. PEX endeavours to be the preferred partner of all the financial institutions in the region and to be the One-Stop-Shop for any ePayment solution.”

#### **Product 1 - Etoile Card**

Etoile Card is both a contactless and contact Smart Card that can be used to pay your bus fares and make small purchases. It will be used for payment in the bus as easy as Tap and Go. The fare will be automatically deducted from the Card Balance. Etoile Card can be used wherever VISA cards are accepted.

The benefits of Etoile card are:

- Better security as it will create a cashless environment
- Smoother bus travel

The Etoile Card is being launched in close collaboration with VISA and Rose Hill Transport. It is meant to ease the life of bus commuters and being more convenient and secure, it avoids the bus transport company from carrying cash. The card being contactless can be waved in front of terminals with no need for it to be swiped or inserted into readers. The Etoile card will also handle payments at any point of sales accepting VISA cards. The Etoile card can be topped up via ATMs, Internet or mobile phones. The Website is <http://www.etoile.mu>.

The Managing Director of Rose Hill Transport, Mr Sanjiv Goburdhun said, “Rose Hill Transport intends to launch a full-scale trial of the Etoile card on its whole fleet as from the first quarter next year. The cards will be available much sooner and the list of participating banks and retail stores will be announced shortly. The Etoile project will also include other stakeholders in the transport industry so as to offer a truly unified travel card.”

VISA Country Director Sub Saharan Africa, Mr. Chris Corbett said, “We welcome the opportunity to partner with Payment Exchange and Rose Hill Transport – and to work with other institutions that are on the front lines of expanding access to finance across Mauritius, Africa, and beyond. We want to ensure new technologies contribute to greater access to finance – integrating those previously not reached due to cost, distance, and other barriers. We want to extend our expertise to ensure these technologies provide new opportunities to retailers to extend their services to new customers, new clients.”

### **Product 2 - Mobile Payment**

Mobile Payment refers to any transaction with monetary value that is conducted via a mobile telecommunications network. Players from all economic sectors are anticipating that m-commerce will increase customer acquisition and retention and generate new revenue opportunities. Payment Exchange acquiring infrastructure allows transactions to be initiated through mobile phones.

The Chief Executive of Emtel, Mr. Shyam Roy said, “Emtel Ltd is the leading innovator in technology and service in Mauritius. With its GSM, 3G, HSDPA and WIMax networks, it provides a one-stop-shop for all telecommunications needs in Mauritius, such as mobile, international and data. Emtel is constantly looking into ways and means of making life easier for the consumers. The Emtel has become, today, an essential tool in the hands of consumers. The Emtel has evolved constantly from being a tool to make voice calls only to a tool that enables sending SMS, connecting to the internet at high speed, communicating on emails, accessing latest news via Emtel Wap site, sharing pictures and making video calls. In the use of an Emtel phone as a payment mode, Emtel Epin was introduced as a paperless reload for prepaid accounts, as a first in Mauritius since November 2006. Same was introduced for payments for purchase of ring tones etc. We are now pleased to announce that Emtel will introduce the full mobile payment (m-payment) concept very soon together with its partner, Payment Exchange (PEX). This new system will allow consumers to use their Emtel in numerous payment modes such as settlement of bills, purchase items and pay via the Emtel phone. Challenge the imagination with Emtel.”

### **PARTNERS**

