



## **BOKU Announces Partnership with Gumtree – the United Kingdom’s Largest Online Classifieds**

eBay Classifieds Group’s site *Gumtree* provides users with ability to use *BOKU’s* mobile payment system

**December 16, 2010 - San Francisco, CA** — BOKU Inc, the global leader in mobile payments, today announced that a partnership with Gumtree.com, offering users a convenient way to pay for classifieds listings via their mobile phone number.

Gumtree users can now pay for listings and other features on the website by entering their mobile number and charging directly to their mobile phone bill. At checkout, Gumtree and other participating eBay Classifieds group properties display multiple payment options including credit cards and BOKU payments. Users choosing to pay by mobile simply enter their mobile phone number to checkout. They receive a text to confirm the payment, and the charge appears on their mobile phone bill or is deducted from their pay-as-you-go credit. An integrated payment connection between Gumtree and BOKU provides a value-added service to the British online consumers and merchants, including a secure payment mechanism that is both convenient and easy to use.

Gumtree originated in the UK, and now offers online classifieds postings for 60 different cities spread across 6 different countries: UK, Ireland, Poland, Australia, New Zealand and South Africa. Gumtree users in the UK alone post more than 250,000 new ads every week, and 2.3 million ads are live on the site at any given time. Gumtree.com users spend an average of 72 minutes on the website each month.

“Gumtree is a leader in Europe’s online classifieds market, one of the largest in the world and part of the global eBay Classifieds Group,” said James Patmore, Managing Director, EMEA for BOKU. “This collaboration is an opportunity to connect with customers who prefer to pay with their mobile phone and is another significant step to BOKU opening up the European market. This collaboration will undoubtedly provide our new British customers with added value and options.”

“BOKU mobile payments offer a simple and secure checkout option for Gumtree users,” said Patricia Bennett, head of product for Gumtree. “We’ve always focused on creating a great user experience, and the technology BOKU offers simplifies the payment process, adding value to the overall seller experience.”

BOKU markets their mobile payment service to online merchants and publishers on a global scale. The BOKU service enables merchants and publishers to drive incremental revenue by offering carrier billing as a payment option to their customers. BOKU is connected to over 220 mobile operators in more than 65 countries, and provides access to more than 2 billion potential customers who can



pay by mobile. The process for making a payment is simple and convenient - users simply click Paymo by BOKU to purchase and then 1. Enter their mobile number, 2. Receive a text message to confirm, and 3. Reply with the letter "y."

### **About Gumtree.com:**

Gumtree.com is the UK's no.1 classifieds website. With a presence in 48 cities across the UK and eight times more visits than its closest competitor, Gumtree.com is the leading website for jobs and flat shares and number 2 for cars\*.

Gumtree.com is like a local noticeboard, helping to connect 13.7 million people across the UK to buy, sell, find or swap anything from cars, jobs, property to day-to-day stuff and services in their neighbourhoods.

### **Some fast facts about Gumtree.com**

- Number 1 classified site (8 times more visits than closest competitor, VivaStreet)\*
- Number 1 site for jobs visits\*
- Number 1 site for rentals and flat share visits\*
- Largest number of private motors ads
- 34,000 new ads a day
- 250,000 new ads a week
- 1 million new ads a month
- 2 million ads live on the site at any one time
- 400 million page impressions every month
- 13.7 million visitors a month
- 72 million minutes spent on the website each month

*\*Comscore visits data Aug (2010) for Gumtree.com*

### **About BOKU:**

BOKU is creating the standard for online payments using your mobile phone, making it easy to pay for digital goods and social experiences across the web. With a strong focus on reliability and security, BOKU's goal is to bring bank-grade payments technology and mobile users together on the web, creating a trusted, viable and accessible market for consumers, publishers and carriers alike. Based in San Francisco with offices in Europe, Asia and Latin America, BOKU reaches over 2 billion consumers worldwide, and is funded by leading Silicon Valley entrepreneurs and venture capitalists Benchmark Capital, Index Ventures, Khosla Ventures, DAG Ventures and Andreessen Horowitz. For more information, please visit [BOKU.com](http://BOKU.com).

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### **Useful Links:**

BOKU website: <http://www.BOKU.com>



Media Kit: <http://www.BOKU.com/press/media/>  
Gumtree Website: <http://www.gumtree.com/>

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