

Press Release

BOKU Joins the French Association of Mobile Multimedia (AFMM) As a Direct Mobile Payments Provider

Paris & San Francisco, December, 1st, 2010 - The French Association of Mobile Multimedia (AFMM) and the three French mobile operators Bouygues Telecom, Orange France and SFR announce the arrival of BOKU as a distributor of MPME BOKU, the micro-payment solution online mobile billing platform.

BOKU, which is also known as Paymo (Boku's brand for the French market) operating in over 65 countries and connected with more than 220 operators worldwide, has completed its connection to the networks of the three French mobile operators to market, with its global customers, an online payment solution tailored to the purchase of digital content and services, MPME.

"The arrival of a player like BOKU confirms the confidence that online mobile payments are a major player in national and international payments for digital content and services," said Franck Abihssira, President of the MMFA.

Launched at the end of first quarter 2010, the payment solution for mobile bill, MSME, allows for billing of digital content and services online in an easy and secure way. This payment method is particularly suitable for a purchase of \$10 euros maximum for each transaction or monthly fees, which includes connected media (mobile sites, websites or applications). It combines simplicity and security of payment for both the customer and the publisher.

Thanks to MPME, the end user pays directly for their purchases on their mobile bill or on his prepaid account without having to enter sensitive information like a credit card or need to create an account with personal data. It is accessible in 2 clicks from the first use by all French mobile equipped, more than 55 million users.

"The turnover of micro-payment solutions on your mobile operators amounted to 357 million euros in 2009, and should reach 420 million euros in 2010. The solution MPME will greatly contribute to develop the number of transactions in 2011, mainly because it can address two major markets for players in the ecosystem of digital content and services: the Web, and payment within applications mobile," says Franck Abihssira.

"The MPME solution enables BOKU to maximize the conversion rate for our customers," said James Patmore, Managing Director EMEA for BOKU "Mobile users, including Android phone owners, will benefit from a payment solution that prioritizes security and simplicity while having a premium marketplace."

For more information about the supported MSME technologies visit; <http://www.afmm.fr/Prestataires>

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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.

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ABOUT AFMM (FRENCH ASSOCIATION OF MOBILE MULTIMEDIA)

The French Association of Mobile Multimedia (AFMM), founded in 2005, include the mobile operators Bouygues Telecom, Orange France, SFR, Auchan Telecom, Debitel, NRJ Mobile, Omer Telecom, and various associations representing the market (ACTION: Group Publishers Online Service; ACSEL: Association for the Digital Economy; Mobile Marketing Association France), some publishers and service providers.

Issues at the heart of the ecosystem of digital content and services, the main tasks of the association are:

- ♣ Develop, in consultation with the various market participants, the ecosystem of digital content and services, including through multi-operator solutions of micro-payment, distribution, audience measurement,
- ♣ Enhance and promote the ecosystem of digital content and services to all enterprises and institutions,
- ♣ Implement measures to protect the consumer for a stable market development,
- ♣ Beyond mobile accompany this ecosystem in a context of proliferation of connected displays.

ABOUT THE SOLUTION MPME

Learn more about the site www.afmm.fr