

## **RBI successfully launches contactless payment process CardMobile into practice**

- **Launched in July in Linz**
- **Initial results and customer feedback very satisfying**
- **CardMobile combines V PAY of Visa Europe with the module from Cardis for the payment of smaller amounts**

Raiffeisen Bank International AG (RBI) has successfully put its contactless payment process CardMobile into practice together with Raiffeisenlandesbank Oberösterreich. It is the first mobile application in Austria that enables contactless payment without a bank or credit card, conveniently, safely and for attractive terms and conditions. Since July, employees of Raiffeisenlandesbank Oberösterreich in Linz have been able to make contactless payments for their purchases at selected shops with the mobile phone. Initial experiences and the feedback both of the shoppers and the retailers are very satisfying. "Retailers have been especially appreciative of the possibility to settle even very small amounts affordably. Shoppers in turn appreciate being able to pay for their purchases quickly and conveniently," says Gerald Kubu, head of Card Service at RBI. On average, users use CardMobile three times a week for purchases with an average value of EUR 4.20. You can follow your payments at any time by means of an app installed on your mobile phone. The valuable experiences we are gaining during the launch phase in Linz will be used for the rollout of CardMobile across Austria. They are also helping us to develop new applications with the technology, for example in cards."

For users, CardMobile is uncomplicated and safe to use. The data stored in the mobile phone on the MicroSD card provided by the bank are just as safe as if they were on a bank chip card.

RBI has obtained Visa Europe and Cardis International as strategic partners of CardMobile. While Visa Europa provides its expertise as a leading company for mobile contactless payment solutions, V PAY, Cardis International contributes its unique solutions for small and very small payments. Pedro Deserrano, Senior Vice President of V PAY at Visa Europe, said of the successful practical test: "CardMobile demonstrates the importance of V PAY as a solution that fulfils the specific requirements of the Austrian market. CardMobile is the first mobile application to implement our vision of the future of payments in Austria in practice."

For Nebo Djurdjevic, CEO of Cardis, CardMobile shows that cashless payment is also winning through with small and very small amounts: "With the software plug-in from Cardis, even the small purchases of everyday life can be efficiently paid for without cash. CardMobile shows that this service also has great potential for other market participants in Austria. The software plug-in from Cardis can in fact be used in a variety of ways, such as in cards."

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Further information is available at: [www.r-card-service.at/cardmobile](http://www.r-card-service.at/cardmobile)

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Raiffeisen Bank International AG (RBI) regards both Austria, where it is a leading corporate and investment bank, and Central and Eastern Europe (CEE) as its home market. In CEE, RBI operates an extensive network of subsidiary banks, leasing companies and a range of other specialised financial service providers in 17 markets.

RBI is the only Austrian bank with a presence in both the world's financial centres and in Asia, the group's further geographical area of focus.

In total, around 61.000 employees service about 14.2 million customers through more than 3,100 business outlets, the great majority of which are located in CEE.

RBI is a fully-consolidated subsidiary of Raiffeisen Zentralbank Österreich AG (RZB). RZB indirectly owns around 78.5 per cent of the common stock, the remainder is in free float. RBI's shares are listed on the Vienna Stock Exchange. RZB is the central institution of the Austrian Raiffeisen Banking Group, the country's largest banking group, and serves as the head office of the entire RZB Group, including RBI.

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### **About Visa Europe**

In Europe, there are 445 million Visa debit, credit and commercial cards. In the 12 months ending September 2011 those cards were used to make purchases and cash withdrawals to the value of €1.7 trillion. 14% of consumer spending at point of sale in Europe is with a Visa card, and almost 80% of that is on Visa debit cards.

Visa Europe is owned and operated by more than 3,700 European member banks and was incorporated in July 2004. Visa Europe is independent of global Visa Inc., with an exclusive, irrevocable and perpetual licence in Europe, while both companies operate to ensure global interoperability. As a dedicated European payment system Visa Europe is able to respond quickly to the specific market needs of European banks and their customers - cardholders and retailers - and to meet the European Commission's objective to create a true internal market for payments.

Visa enjoys unsurpassed acceptance around the world. In addition, Visa/PLUS is one of the world's largest global ATM networks, offering cash access in local currency in over 200 countries.

For more information, visit <http://www.visaeurope.com/>

### **About Cardis International**

Cardis Enterprises International BV provides unique solutions for processing of low value payments with game changing cost efficiency. It aligns the interests of banks, payments schemes and retailers in driving the global move to cashless payments with significant economic benefits to their businesses.

Cardis' patented aggregation technology is available as a software plug-in that integrates with existing payments products and infrastructures to significantly reduce processing costs. It supports all chip-enabled form factors including contact cards, contactless cards and mobile phones, and all payment channels including physical point of sale, online and mobile commerce.

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