



## A New Era of Mobile Use Begins in Hungary

Following the successful completion of a pilot test program earlier this year, MasterCard Hungary and its partners launched the first commercially available mobile PayPass wallet in the country. The application called MobilTárca is not an ordinary mobile wallet – it's the first in Europe to offer customers not only the possibility to purchase, but the opportunity to collect loyalty points and store tickets for various events in their mobile phones.

To ensure the widest possible acceptance network, we created and launched the wallet in collaboration with Hungary's largest telco, Magyar Telekom; Hungary's largest commercial bank, OTP Bank; Hungary's largest loyalty program, SuperShop and InterTicket, the largest ticket sales agency in the country.

The local team played a key role in developing the acceptance network through a dynamic expansion of the MasterCard contactless technology in Hungary. The number of active users of contactless bank cards in Hungary has grown by more than 300% in the past year, while the number of contactless bank cards has surpassed 2.2 million in mid-2014 in a growth of 25% year on year. We also lead the certification process, ensuring that all partners follow the MasterCard global standards in creating the new wallet.

András Hemberger, Cluster Manager of MasterCard Hungary says; "The launch of MobilTárca indicates that Hungary has reached a milestone in terms of technological development and also, in the awareness and active involvement of key players in the local market."

At the time of the launch, customers can pay at more than 18,000 acceptance locations across Hungary and over 38,000 POS terminals. They can collect and redeem loyalty points at nearly 600 stores, vending machines, and taxis, whilst 23 event venues in Budapest provide entrance with NFC entry tickets in the wallet.

*\*Figures according to National Bank of Hungary*