

MOBEY FORUM PUBLISHES WHITE PAPER WHICH EXAMINES THE ROLE OF THE SECURE ELEMENT IN ADVANCING THE MOBILE FINANCIAL SERVICES ECOSYSTEM

8 March, 2010, Helsinki - Mobey Forum, the global leader in defining a sustainable and prosperous mobile financial services ecosystem, has released a white paper which examines the important role of the secure element in delivering mobile payment services to end users. The paper, which will be of particular interest to senior management and other decision makers in financial institutions, is free to download from www.mobeyforum.org.

Entitled '*Alternatives for Banks to Offer Secure Mobile Payments*', the white paper provides an analysis of the mobile financial ecosystem, its stakeholders, and the value chain positions that can be achieved by banks through different business models. The paper's key focus is on the role of the secure element, a tamper-resistant hardware element located within a mobile device, which is required to securely facilitate mobile financial services, such as near field communication (NFC) and contactless payments. It highlights the features, application and impact of different secure element technologies including stickers, secure micro SD cards, universal integrated circuit cards (UICC), embedded secure elements and trusted mobile bases.

The document, which has been welcomed by the payments industry*, aims to assist financial institutions in deciding the role they will adopt in the mobile financial services value chain, providing them with the necessary insight to select a deployment model that aligns with their current business requirements and technical architecture.

Ron van Wezel, Chairman of Mobey Forum and Director of Emerging Payment Streams at Deutsche Bank, comments: "Discussions in mobile payments can become highly technical, confusing the issue for business managers who require clear and easily accessible information to inform decision making. With this new white paper the Mobey Forum offers the necessary business detail on one of the most hotly debated topics in mobile payments."

The white paper also contains valuable information to help financial institutions decide if they want to implement contactless payments and NFC enabled services immediately, using widely available secure elements such as secure micro SD cards and stickers, or invest in solutions that are still advancing, for example UICC technology.

Liisa Kanninen, Executive Director of Mobey Forum, concludes: "Although both consumer and merchant feedback from NFC payment pilots has been extremely positive, highlighting the fast throughput, convenience and innovative loyalty services available, the advancement of mobile contactless payments has been more challenging than expected. The main reason for this is the complicated and fragmented ecosystem, which requires new business relationships to be formed between financial institutions, mobile network operators, handset vendors, merchants and other service providers.

"This white paper promotes collaboration and is intended to reduce the complexity of the ecosystem by educating readers on how the secure element will empower the various stakeholders, and offer new and creative commercial opportunities. By defining precise value chain positions, and outlining the range of secure element technologies available, the paper will also help financial organisations to identify the most interesting partnerships and implementation models open to them."

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Notes to Editors

*** Comments of support of the 'Alternatives for Banks to Offer Secure Mobile Payments' white paper from the industry:**

Dag-Inge Flatraaker, Chairman of the European Payments Council (EPC) M-Channel Working Group comments: "The existence of a variety of solutions for secure elements will enable payment service providers to make the most appropriate choice for their mobile payments implementations depending on their specific business case and local ecosystem. The EPC welcomes the Mobey Forum White paper which provides a comprehensive overview on these secure element alternatives."

Koichi Tagawa, chairman of the NFC Forum, adds: "The NFC Forum welcomes this white paper and appreciates its contribution in bringing payment services to the NFC mobile phone. The document highlights the great variety of mobile financial services solutions that are ready for implementation and it will be a valuable resource."

James Anderson, Vice President and Senior Business Leader at MasterCard Worldwide, continues: "MasterCard issuing banks are always seeking new ways to deliver their customers relevant products and services. In this white paper Mobey Forum describes a range of options that can be exploited to realise the potential of contactless mobile payments - and we applaud the efforts of the forum in bringing the insights together in a single document."

"This is a timely review of the different ways of securing mobile payments, bringing into focus what can otherwise appear a confusing number of choices." concludes Senior Manager Nick Staib of HSBC, one of the Mobey Forum board members.



PRESS RELEASE

About Mobey Forum

Mobey Forum is the global leader in defining a sustainable and prosperous mobile financial services ecosystem. Established in 2000, it brings together leading financial institutions, mobile network operators, mobile handset manufacturers, payment processors and vendors, committed to accelerating the mass-market deployment of user-friendly mobile financial services by promoting open and secure technology standards.

Driven by its membership, the Mobey Forum produces comprehensive documentation on the recommended architecture for a wide range of mobile financial services, which is further supported by trials and demonstrations. The association also supports members' deployments, and actively contributes to new pilots and implementations within the marketplace. Through its information and analysis sharing and cross-industry collaborations, Mobey Forum is known as the key source of independent insight within the mobile financial services sector.

As a not-for-profit organization, Mobey Forum is led by its Board Members from BBVA, Deutsche Bank, DnB NOR, "la Caixa", HSBC, Nokia, Nordea, Rabobank and UBS. Its work initiatives are coordinated through highly interactive strategic meetings, specially designed workshops to address the most challenging current issues, and working groups which facilitate the exchange of expertise, insight and technology. The association also has extensive liaison agreements with relevant industry organizations and standardizations bodies, enabling the Mobey Forum to contribute to all aspects of this dynamic landscape. For further information visit www.mobeyforum.org