

## NEWS RELEASE

# econtext ASIA's subsidiary, VeriTrans, launched a smartphone-based payment service, VeriTrans mPOS

## - Deploying a white-label system with international support throughout Asia -

econtext ASIA Limited (Head Office: Hong Kong, Chairman: Kaoru Hayashi / CEO: Takashi Okita, henceforth, "econtext ASIA"), the Digital Garage Group's online settlement business leader, has launched VeriTrans mPOS, a smartphone-based credit card settlement service, through its subsidiary, VeriTrans Inc. (Head Office: Shibuya-ku, Tokyo, Chairman: Kaoru Hayashi / CEO: Takashi Okita, henceforth, "VeriTrans").

VeriTrans mPOS is a payment processing service targeted at retail businesses with physical stores that enables them to begin accepting credit card using their own smartphones by installing the dedicated smartphone application and card reader. In contrast to existing smartphone-and-card-reader-based settlement solutions offered in Japan and overseas, VeriTrans mPOS can be provided as an OEM, allowing those businesses wishing to operate smartphone-based credit card settlement under their own brand to customize the card readers, smartphone application, and system. This is offered in addition to the VeriTrans mPOS-branded service to fulfill requests from businesses, especially those that run multiple stores, seeking to incorporate their own brands and specifications.

econtext ASIA and VeriTrans will continue to provide smartphone-based settlement services that realize the various needs of business operators. VeriTrans mPOS will be offered not only in Japan, but also throughout Asia.

### ■ VeriTrans mPOS Service Outline

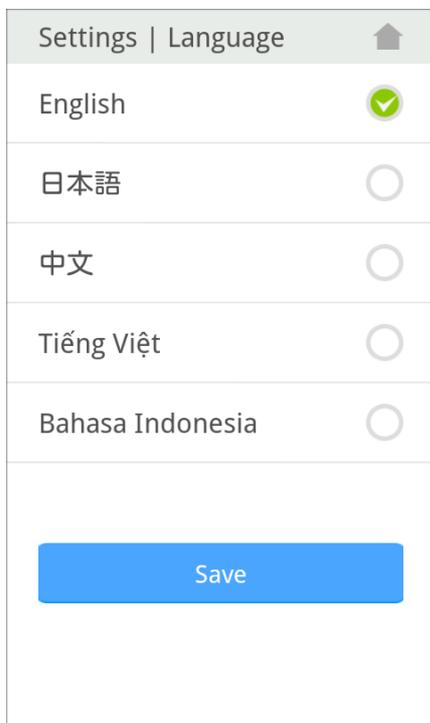


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### ■ VeriTrans mPOS – Features <http://www.veritrans.co.jp/mpos/>

1. OEM option  
Supports customization of card reader, smartphone application, and system specification to fit business operator's individual needs, enabling them to provide and use a smartphone-based settlement under their own brands.
2. Versatile system for an easy international deployment  
Packaged modular smartphone-based settlement system for an easy international deployment.
3. Multi-language support  
Supported languages include Japanese, English, Chinese, Indonesian, and Vietnamese at launch. More to be added in the future.
4. Multi-device support in a same store  
Possible to run multiple devices in one store with the admin panel showing transaction history per business operator. Can support hundreds of devices depending on the user environment.
5. Highest standard for secure transactions  
Uses the settlement gateway that is fully compliant with PCI DSS, the global security standard set by the major 5 international credit card brands. Also meets the security guideline for smartphone-based settlements set by Japan Consumer Credit Association and encrypts all credit card information in transmission without storing it on the smartphone for a secure transaction.
6. Deposit schedule  
Next business day deposit at earliest though flexibly adjustable.

### ■ Service Images



Multi-language menu



Payment screen with card reader



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econtext ASIA Limited  
VeriTrans Inc.

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[About econtext ASIA] <http://www.econtext.asia/>

econtext ASIA was established in Hong Kong in September 2012 as an intermediate holding company with a function of the headquarters to Digital Garage Group's payment segment operations that include VeriTrans, a Japan's leading credit card payment service provider, and ECONTEXT, a Japan's leading cash payment provider specializing in convenience store payments. econtext ASIA also holds an interest in PT. Midtrans, a company established in Indonesia through alliances with a local conglomerate and other partners with an aim to provide electronic payment service and infrastructure in Indonesia.

[About VeriTrans] <http://www.veritrans.co.jp/>

A subsidiary company of econtext ASIA Limited, the online settlement business leader of Digital Garage Group. With the mission of supporting EC operators to focus on their core business, VeriTrans provides a comprehensive settlement platform including credit card payment and convenience store payment. VeriTrans continues its business development to build a global electronic settlement platform covering international market with a focus on Asia and Japan.

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