

## Press Release

### Payments at your Fingertips

#### The Mobey Forum and the European Payments Council start cooperation to boost mobile payments across SEPA

24<sup>th</sup> November 2009 – Brussels: The global cross-industry consortium Mobey Forum ([www.mobeyforum.org](http://www.mobeyforum.org)), whose mission is to facilitate financial institutions to offer mobile financial services, and the European Payments Council (EPC) ([www.europeanpaymentscouncil.eu](http://www.europeanpaymentscouncil.eu)), the decision making and coordination body of the European Banking industry in relation to payments, have signed a cooperation agreement. The objective is to support the uptake of mobile payments. Specifically, this cooperation seeks to ensure the following: (1) definition of compelling mobile payment use cases based on industry input and (2) improving interoperability between mobile payment solutions in the market.

As a first step, EPC and Mobey Forum will cooperate to develop remote mobile payments user cases and service descriptions with a view to:

- leveraging both organisations' resources and competence
- fostering cross-industry coordination and consensus
- delivering content contributions to further inform the different stakeholder communities about the potential of the mobile channel for remote payments and related services as well as business opportunities.

Today's consumers require smooth payment services that are easily available anytime, for example, through their mobile phone. Mobile financial services must be convenient to use whilst meeting standard security requirements. Merchants are keen to offer their customers the new mobile payment channel. In light of these facts, the banking industry is developing competitive value models for mobile payments which make everyday banking even easier. Last but not least, it is expected that mobile payments will contribute to reducing cash payments which are costly to society as a whole.

The Chairman of the Mobey Forum board, Ron van Wezel, Director and Global Head of Emerging Payment Streams, Deutsche Bank comments: "Banks want to leverage their strong position in ACH and cards payments

by providing customers access to the existing payment infrastructure via the mobile channel. Mobey Forum has been working on business use cases for this remote payments opportunity for several months already, and is keen to offer the results for wider usage through the collaboration with EPC.”

Dag-Inge Flatraaker, Chair of the EPC M-Channel Group, adds: “The EPC is implementing a Roadmap for mobile payments. The aim is to develop mobile channels for the initiation and receipt of SEPA payments with a focus on proximity payments. The cooperation of EPC and Mobey Forum represents broad cross industry competence and experience that will help to achieve our mutual goals in this field.”

– **Ends** –

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**About Mobey Forum**

The Mobey Forum is a global not for profit organisation, driven by the finance industry. It was founded in 2000 and it is the leading established industry body targeting to create the Mobile Financial Services ecosystem and enabling banks to offer mobile financial services. The Mobey Forum has over 50 members with member categories covering leading banks, vendors, payment processors and mobile network operators. The Board Members of the Mobey Forum are from Deutsche Bank, UBS, HSBC, BBVA, LaCaixa, Nordea, Rabobank, DnB NOR, and Nokia.

The Mobey Forum operates through member Workshops, each specially designed to address the most challenging current issues, facilitated by recognized leaders within the industry. Additionally the Mobey Forum fosters ongoing Workgroups and Task Forces focussed on specific themes and development areas in order to promote the exchange of expertise, insight and solutions to be available to its members and the industry. As part of its ongoing work and publications the Mobey Forum has become the key source of independent cutting edge MFS market information. There are four all-member Workshops annually organized by Mobey Forum; the next one will be held in Barcelona, Spain, on 1 and 2 December 2009.

### **About the European Payments Council**

The European Payments Council (EPC) is the decision-making and coordination body of the European banking industry in relation to payments. The EPC defines common positions for core payments services, provides strategic guidance for standardisation, formulates best practices and supports and monitors implementation of decisions taken. The EPC consists of 74 members comprising banks and banking communities. More than 300 professionals from 32 countries are directly engaged in the work programme of the EPC, representing all sizes and sectors of the banking industry within Europe.

The EPC develops the payment schemes and frameworks necessary to realise the Single Euro Payments Area (SEPA). SEPA is an EU integration initiative in the area of payments designed to achieve the completion of the EU internal market and monetary union. SEPA is the area where citizens, companies and other economic participants can make and receive payments in euro, within Europe, whether within or across national boundaries under the same basic conditions, rights and obligations, regardless of their location. SEPA is currently defined as consisting of the EU 27 member states plus Iceland, Norway, Liechtenstein, Switzerland and Monaco.

For further information on the EPC please contact [secretariat@europeanpaymentscouncil.eu](mailto:secretariat@europeanpaymentscouncil.eu) or visit [www.europeanpaymentscouncil.eu](http://www.europeanpaymentscouncil.eu).