

## PRESS RELEASE



### Cashlog, the carrier-billing m-payments service from Buongiorno, now supports mobile HTML5 in-app purchases.

*Cashlog offers merchants in Europe a complete cross-platform experience for single acquisitions or subscriptions allowing a unique 1 click purchase from smartphones.*

Milan, 18 January, 2012 – **Cashlog**, Buongiorno's mobile payments system for merchants and customers, announces that it now supports **mobile HTML5 in-app purchases**



Merchants who sell digital goods such as virtual currency, videos, news and games through a mobile site will be able to offer an even **faster and simpler mobile payment solution**, in **only 1 click**, for end users connecting in 3G.

The acquisition process takes place on smartphones when Cashlog is selected as payment method. No credit card, login or other personal information is needed, and the transaction takes place in a **carrier-grade safe** environment.

Cashlog's new features are upgraded automatically, allowing both single purchases and subscription models for all sales with direct mobile billing on the smartphone. It is a **cross-platform** solution available for all users accessing a merchant m-site browsing from iOS, Android, BlackBerry or Windows Phone.

"The growth of mobile commerce makes mobile payments the next big thing," comments Guido Mangiagalli Head of Cashlog, "replacing cash and credit cards transactions. In 2011, some 39%<sup>1</sup> of mobile purchased items were paid directly to mobile phone bills. Cashlog, thanks to its HTML5 upgrade is making this experience almost flawless, and merchants can get higher conversion rates".

Cashlog is poised to meet the huge rise in mobile payments transactions from \$240 billion in 2010, to \$670 billion by 2015<sup>2</sup>, as well as mobile commerce growth that is expected to rise 4,800%, reaching \$119 billion in 2015<sup>3</sup>.

#### IN BRIEF...



#### Category:

Product announcement

#### Subject:

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#### Website:

[www.cashlog.com](http://www.cashlog.com)

#### Buongiorno Contacts:

Eleonora Villanova

[eleonora.villanova@buongiorno.com](mailto:eleonora.villanova@buongiorno.com)

Tel.: +39 02 582131

<sup>1</sup> Source: MEF

<sup>2</sup> Source: Juniper



The service is currently available in Italy, Spain and Germany. It supports European merchants with an international presence who prefer to work with one partner in their existing territories. The platform also supports local companies aiming to expand their reach.

### **Cashlog Html5 video**

<http://www.cashlog.com/html5-mobile-payment>

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#### **About Cashlog**

Cashlog is a carrier billing solution that makes it quick and easy to pay using mobile phones in a safe and secure environment - increasing revenue and attracting customers. It is a perfect fit for merchants who sell digital goods of low unit value (0,99€ - 15€), such as virtual currency, news, eBooks, multimedia contents, vouchering, ticketing and couponing, service bookings etc., to potential clients who are unwilling or unable to use credit cards.

Cashlog is the mobile payments arm of Buongiorno, a global leader in mobile data transactions, managing secure payments for more than 130 carriers around the world.

For further information, please visit: [www.cashlog.com](http://www.cashlog.com).

#### **About Buongiorno**

Buongiorno is known in the worldwide mobile commerce ecosystem for developing and managing paid apps and content that help consumers get greater enjoyment from mobile devices.

With direct connections to more than 130 telecom operators in 25 countries, over 10 years' experience and a team of 850 professionals, Buongiorno makes the mobile internet experience happen.

In 2011, Buongiorno has refocused, spinning-off of the majority of its B2B business and the acquisition of Dada.net. Buongiorno is headquartered and listed in Milan (FTSE Italy : BNG).

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<sup>3</sup> Source: Comscore