



It will allow paying for bus tickets by invoicing them to the customer's mobile supplier

ALSA, CASHLOG AND MO2O PRESENT

INNOVATION ON MOBILE PAYMENTS AND E-COMMERCE

ALSA, the leading company in the Spanish road passenger transport sector, is integrating Cashlog, part to NTT DOCOMO Group, in its m-commerce channel managed by its Mobile Marketing partner MO2O, giving its customers a seamless buying experience from their smart devices.

The agreement represents a unique innovation in the e-commerce ecosystem as ALSA is the first European private transportation company adding a 'direct carrier billing' system to its payment methods.

Madrid –July 28 2015.– ALSA, the leading operator in the Spanish sector of passenger transport by road signed an agreement with Cashlog, recognized as industry leader-game changer in providing Telcos the most innovative and holistic customer centric M-Payments solutions, to offer ALSA customers the unique opportunity to pay their bus ticket by billing it via their mobile operator bill.

It is one of the most innovative initiatives in the e-commerce/m-commerce ecosystem as Cashlog paying method will be offered to final customers who want to buy their tickets via ALSA's mobile channel which is trusting in its Mobile Marketing partner MO2O to enhance its passengers experience.

Passengers using ALSA's mobile sites to purchase a ticket will be offered the opportunity, in addition to traditional paying methods, to "pay via mobile" and will be able to complete the purchase in 1 click without providing any additional personal or financial data. Cashlog m-payment solution is available on Alsa's HTML5 website and native apps (iOs and Android).

ALSA has implemented this payment method via the supplier among its paying methods because the number of customers connecting to the web from a mobile device is increasing and the company is willing to offer them this groundbreaking payment method.

Ignacio Herrero, ALSA's Marketing & Sales Managing Director, said: « We are very pleased to have signed this agreement with CASHLOG. This will allow us to offer our customers the most updated and innovative payment systems, allowing them to purchase their tickets via mobile in an easier and safer way".

« Thanks to ALSA and its attitude towards innovation, passengers travelling with the company will enjoy an experience fully adjusted to customers' behavior" said Luis Dominguez, Head of Cashlog.

The innovative deal has been made possible thanks to Cashlog integration with the leading Spanish Telcos. Cashlog Enabler Solution provides Telcos with an M-Payment Product as opposed to traditional gateways, which simply provide APIs. This innovative M-Payment Enabler is driven by its Modules providing all M-Payments stakeholders an integrated set of capacities. Just to name some, for instance, the integrated Self Care Portal for consumers to self-manage digitally and real time its carrier billing capacity. Other example could include our Telco Customer Care Agents Module, providing a user friendly interface which facilitates the efficient real time management of consumers' contacts. In addition, an efficient technical set up via a single Integration between Cashlog and the Carrier will do to handle E2E the ecosystem. Cashlog as well accounts with is Group e-money license to foster growth and new revenue streams.

Ibo Sanz, Head of M-Commerce at Vodafone Spain, said: "we are delighted to offer our customers the chance to obtain their tickets on the mobile with ALSA and charge it to their Vodafone bill. Thus the inconveniences of having to use cash or card are avoided".