



## **CASHLOG SIGNS A DEAL WITH BOUYGUES TELECOM BECOMING THE FRENCH LEADING TELECOMMUNICATION OPERATOR'S EXCLUSIVE CARRIER BILLING ENABLER.**

*The Innovation and Customer Satisfaction Provided By Cashlog Takes The Lead at Bouygues Telecom Carrier Billing Payment Strategy.*

*Cashlog, part to NTT DOCOMO Group, secures a long term deal with Bouygues Telecom providing services to more than 10 million consumers.*

*Paris, March 16<sup>th</sup> - Cashlog, recognized as industry leader-game changer in providing Telcos the most innovative and holistic customer centric M-Payments solutions, will support Bouygues Telecom in optimizing its existing carrier billing business and more importantly, to accelerate new revenue streams (e-commerce and big data among them).*

Cashlog Enabler Solution provides Telcos with a 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.

On the other hand, Cashlog will as well contribute its Group e-money license to foster growth and new revenue streams.

*"Following our success story initiated with Telefónica, we are very pleased to bring to the French market our innovative and customer centric Carrier Billing Enabler for Telcos. It proves that leading Telcos can make a difference at M-payments by making the most of its most precious asset, its consumer billing relationship" - said Ludovic des Garets, Head of Cashlog France.*

*"Bouygues Telecom is thrilled to have selected Cashlog as the provider of our new flexible and mutli-device payment solution required to speed-up the usage of carrier billing on digital markets" - said Renan Abgrall, Head of Payment and New Revenue streams at Bouygues Telecom.*