

## Business update

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### Mobile Coupon now also on the Apple iPhone

**iPhone users can now download the Mobile Coupon from SIX Multipay app free of charge and make use of exclusive coupons from Media Markt and Saturn. Mobile Coupon was developed for merchants wanting to quickly and easily send promotions like discounts or special offers straight to their customers' mobile phones. Coupons from other vendors can also be obtained via the app from SIX Multipay. At this stage, these are selected Burger King restaurants, Ochsner Sport and Weltbild Verlagsgruppe.**

Mobile Coupon operates on the same theory as the paper coupons of old – only they are faster and don't need to be cut out. Customers receive and store their discount or offer coupons on their mobile phone, and redeem them directly at the payment terminal in the relevant store. Gone are the days when paper coupons lie around and have to be handled and settled manually. Mobile Coupon from SIX Multipay is the only solution in Switzerland to use both text message and app to send coupons to mobile phones that can then immediately be redeemed electronically from the merchant.

Customers of Media Markt have been able to register for the NichtblödClub by text message and online since June 2009, enabling them to receive mobile coupons for special offers directly on their mobile phones. As of April of this year, Saturn has also been on board with the Winner Club, sending mobile coupons. "The new Mobile Coupon app from SIX Multipay forms an important part of our multichannel strategy. The app enables us to close the gap between the new digital media and our markets," explains Pantelis Antoniadis, Multichannel Online Shop Manager at Media Saturn Management AG.

"The new app helps us meet the demand from many consumers who want to be able to access coupons from various vendors via a single app," comments Tobias Wirth, Senior Product Manager Mobile Services at SIX Multipay.

The Mobile Coupon app from SIX Multipay can be downloaded straight from the Apple App Store. It offers numerous advantages: users can personalize the app, so that they only see and receive offers from their favourite stores, for instance. They can also exchange coupons with friends using the share function on Facebook. Furthermore, valid coupons usable close to the customer's current location are displayed. And new coupons are automatically sent to the Apple iPhone with push notification. This means that customers will never miss a bargain again.

Please contact Bernhard Wenger at Media Relations if you have any questions.

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### **About SIX Multipay**

SIX Multipay is the leading acquirer in Switzerland. As a sales and marketing organisation, SIX Multipay concludes contracts with merchants for the acceptance of cashless means of payment. SIX Multipay offers an intelligent solution for any purchase amount with the Visa, MasterCard, Diners Club, Discover, UnionPay and JCB credit cards, the V PAY and Maestro debit cards and the CASH stored value function. The company also facilitates the automatic conversion of payment amounts into foreign currencies at the point of sale (Dynamic Currency Conversion), the topping up of airtime for prepaid mobile phones at payment terminals and ATMs (Mobile Voucher), the processing of discount coupons (Mobile Coupon), payment by mobile phone (Mobile Buy) and the sale of electronic gift vouchers (GiftCard).

SIX Multipay is a subsidiary of SIX Group. On a worldwide scale, SIX Group offers first-rate services in the fields of securities trading, clearing and settlement, as well as financial information and payment transactions.

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