

Oxygen8 Reveals Growing Demand for Mobile Payments

Birmingham, 12 December 2014: Oxygen8, a global provider of integrated mobile solutions that allow brands to communicate with customers and receive payments, has today released research into mobile payments which reveals that 47% of mobile users in the UK would like to use their mobile phone more to pay for physical or quasi-physical goods and services.

The research found that UK mobile users are familiar with completing transactions via their mobile phone but there is a demand for more. The most popular service was purchasing an item on eBay, with 26% of respondents doing so. Furthermore, 14% have paid bills, while 10% and 9% of respondents have purchased clothes and groceries, respectively, via an app.

According to the study of over 1,000 UK mobile users, males are more likely to conduct payments on their mobile device, such as paying bills (15%), ordering groceries via an app (11%), paying for car parks (9%) and transferring money (13%). Whereas females are more likely to purchase items on eBay (27%) or purchasing clothes via an app (11%).

Kevin Dawson, Head of Payments at Oxygen8 said: "The research reveals that mobile users in the UK are already accustomed to buying goods and services with their mobile phones. As of next year, they will be able to do so without the hassle of finding their credit or debit cards, and the inconvenience of processing that payment, just one click and it will appear on their mobile phone bill,"

He added: "Not only will mobile payments provide a new and simplistic opportunity for consumers, the planned groundbreaking developments will open up new payments opportunities for companies wanting to make their own products and services more accessible to their customers."

Dawson comments: "The research showed that over 4 million people in the UK are already paying for their parking via their mobile phone which is just the beginning. That 4 million figure will rapidly hit 23 million people in the UK, with each mobile user prepared to use their phone to pay for goods and services. With our e-money licence, we predict 2015 will be a game-changing year for mobile payments."

Oxygen8 has been awarded an E-Money licence* from the Financial Conduct Authority (FCA) and will announce its mpayments strategy in 2015.

*Oxygen8 Money Limited; an Oxygen8 Group company, is authorized by the Financial Conduct Authority to carry out electronic money business in UK and other parts of EU.

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About Oxygen8

Oxygen8 Group helps businesses make smarter choices to transform their sales and marketing through our innovative integrated platforms. Our easy-to-use cloud-based solutions focus on results, giving clients performance management software that truly

integrates mobile, email, social, voice and payments. From sending bulk SMS to custom API integrations into your CRM application, we make marketing automation simple in today's demand generation. Oxygen8 is directly connected to all key mobile operators in UK and Ireland via SMPP to facilitate PSMS access. This includes Vodafone UK, Telefonica UK (O2), EE (Orange, T-Mobile) and 3. Our platform connects 500 million people in over 170 countries.

Oxygen8 clients include Experian, O2, Travelodge, Unilever, Sony, play.com, PaddyPower, Sainsbury's, Hermes.

For more information, visit: <http://www.oxygen8.com>