



## DU PARTNERS WITH INFOMEDIA TO DRIVE GROWTH OF MOBILE MERCHANTS

INFOMEDIA today announces the launch of its Mobile Payments services with du, the Middle East's fastest growing telecommunications service provider.

Global content and media providers offer their mobile experiences via INFOMEDIA's integrated technology. Through this expanded partnership, du will continue to enhance and simplify their customers' digital experience.

Jawad Shaikh, Executive Vice President, Digital Business, du said: "We pride ourselves in offering the smartest, most convenient way for our customers to access and pay for online content. We've taken away the hassle of using cards online so customers can charge content from their favourite brands direct to their du bill."

Michael Tomlins, CEO of INFOMEDIA Group adds, "We are thrilled to announce our latest collaboration with du and are extremely excited to extend our work with a team that shares our passion to enhance the digital experience to consumers in the UAE. This launch marks a momentous step for INFOMEDIA reaching 100% coverage in the UAE on our powerful Mobile Payments Platform, which continues to attract leading network operators and merchants on a global scale."

INFOMEDIA's passion to optimise the digital experience with innovative technology, in combination with their partners' world-class content and services, will enable du to deliver award winning applications, OTT content, and exciting digital magazine subscriptions to their customers via INFOMEDIA and its advanced direct mobile billing ecosystem. INFOMEDIA's direct billing ecosystem saw over 25 million transactions in 2014, and has over 100 unique active merchant services connected to an audience of over 75 million mobile subscribers worldwide. With this week's launch, INFOMEDIA has completed 100% consumer coverage of the UAE for its content partners.

### ABOUT INFOMEDIA GROUP



INFOMEDIA is a global leader and provider of innovative digital solutions driving engagement and monetization of technologies to mobile network operators (MNO) and device manufacturers (OEM). INFOMEDIA is positioned strongly to create a more integrated and international product offering, leveraging the latest technological advances and customer trends, for delivery into major MNO's, OEM's, and enterprise partnerships.

For more information, visit: <http://infomedia.co.uk>

## **ABOUT du**

du started commercial operations in 2007, offering mobile and fixed telephony, broadband connectivity and IPTV services. Today, du serves more than 7.5 million individual customers and over 80,000 businesses in the UAE. du also provides carrier services for businesses and satellite up/downlink services for TV broadcasters.