

PRESS RELEASE

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MOVISTAR SPAIN SIGNS A STRATEGIC AGREEMENT WITH THE INTERNATIONAL DIGITAL PLATFORM FORTUMO

- **Movistar Spain customers can charge to their mobile phone bill the purchases from large digital content suppliers thanks to the agreement with Fortumo, a system integrator widely recognised by the industry on an international level.**
- **This payment method works in an easy, comfortable and secure way, since it requires no log-in to any account or sharing of personal information to complete the payment process.**

Madrid, April 23, 2019.- Movistar customers in Spain have the possibility of using their mobile phone bill or the prepaid balance as a payment method to acquire digital services, thanks to an agreement reached between the Spanish company and the integrated platform Fortumo, which offers telecommunications companies the possibility to expand their business offering quality digital services to their customers.

This payment method works in an easy, comfortable and secure way, since it requires no log-in to any account or sharing of personal information to complete the payment process.

Smartphones have already become an alternative payment method for customers to access and purchase content and services in a simple and secure manner. Movistar offers its customers this feature through the Online Payments service <http://pagosonline.movistar.es>

Meanwhile Fortumo, a system integrator widely recognised by the industry on an international level, provides telecommunications companies and their customers access to a wide range of quality digital services, from games, to security, through dating between many others.

Thus, thanks to the agreement reached between the Spanish company and Fortumo, Movistar customers can enjoy and pay for applications, video games, or digital content from renowned brands charged directly to their next mobile phone bill.

Google Play, Spotify, Amazon, iflix, Sony, Schibsted, HOOQ, Gaana, Kinguin, EA Mobile, Gameloft and Badoo, among others, are some of the large companies providing digital content already integrated into Fortumo. Thanks to Fortumo, these suppliers can already charge payments to their users and subscribers through bills from more than 350 mobile carriers around the world.

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Movistar is already offering its customers the Badoo service after its recent integration in March 2019. In the coming months we will continue working to integrate other renowned services thanks to the agreement with Fortumo.

For Heliadora Martínez-Conde Abril, Head for Carrier Billing of Telefónica de España "billing through a mobile telephony carrier is the easiest online payment method for consumers today. This means that digital retailers are increasingly interested in reaching mobile users in all countries and this agreement with Fortumo gives us the possibility of moving them closer to the more than 11 million mobile customers that Movistar has in our country"

For Martin Koppel, CEO and co-founder of Fortumo, "consumers are shifting to smartphones and digital merchants are looking to integrate payment methods that simplify user onboarding and boost conversion on those devices. Carrier billing helps merchants increase their revenue and deliver high-value services to consumers. We are excited to be working with Movistar Spain to help them achieve this."

About Movistar

Movistar is the trademark of Telefónica, S.A. in Spain <https://www.movistar.es/>, Argentina, Chile, Uruguay, Peru, Ecuador, Venezuela, Colombia, Mexico, Panama, El Salvador, Costa Rica and Nicaragua.

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalisation and number of customers. It bases itself on a comprehensive offer and the quality of its connectivity, providing it with the best landline, mobile and broadband networks. It is a growing company which offers a differential experience, based on the values of the company itself and a public position which defends the interests of the customer.

Present in 16 countries and with more than 356 million accesses, more than 36 of them in Spain through the Movistar brand, offering increasingly more simple products and services that integrate all options for the customer: landline, mobile, broadband, television...

About Fortumo

Fortumo is a digital enabling platform for app stores and digital service providers for the acquisition, monetisation, and retention of users.

Service providers use the Fortumo platform to manage the life cycle of mobile users of these networks through the grouping, billing and messaging solutions of the company.

Thousands of leading digital retailers, such as Google, Spotify, Electronic Arts, Schibsted, OLX and EasyPark use the Fortumo Platform. Founded in 2007, Fortumo has offices in San Francisco, Madrid, Beijing, Delhi, Singapore, Estonia, Hanoi and Taipei. For more information, please visit <https://fortumo.com>.