



August 5, 2014

## **epay Partners With Appflare to Launch Beacon Network**

LONDON, Aug. 5, 2014 (GLOBE NEWSWIRE) -- epay, a division of Euronet Worldwide, Inc. (Nasdaq:EEFT) and a leading global prepaid and payments processor, today announced a partnership with Appflare, a global leader in Beacon technology, security and deployment, which will allow epay to offer consumers the ability to receive promotional offers direct to their mobile phones whilst in store at a participating epay UK retail outlet.

Beacons use low energy, Bluetooth technology to broadcast proximity-based promotional messages to consumers' Bluetooth enabled mobile devices. The Beacon-enabled network will facilitate new, innovative services in payments, mobile top-up, promotional offers and digital content. This new partnership offers retailers and brands a full, closed-loop redemption proposition whereby they can engage directly with consumers through the entire purchase cycle by sending location-specific offers which can then be redeemed by the consumer at the point of sale.

"As a leading global prepaid payments solutions provider we continue to grow our market position and lead the way in multi-channel retail innovation, which includes mobile loyalty offer redemption," said Jason Thompson, epay Regional Managing Director. "Through our close collaboration with Appflare, consumers shopping in a Beacon-enabled epay retail outlet can receive relevant and timely offers through their mobile phone which they can redeem at the point of sale. It's a clear benefit for everyone involved - the shopper, the retailer and indeed the brand."

"Beacons enable retailers and brands to engage consumers through the full purchase cycle - and positively influence their decisions on the way," said Owen Geddes, Founder and CEO of Appflare. "Our partnership with epay is one of the earliest for Beacons and loyalty technology, allowing us to complete the loop from campaign creation through to redemption and purchase, which can be accurately measured with full knowledge of the consumer's profile. In our trials, consumers have been incredibly receptive to beacon enabled campaigns with engagement levels increasing as much as fifteen fold."

The Beacon network between epay and Appflare is targeting thousands of retail stores in the UK, with the goal of rolling out the service globally over the next year.

For further information please visit [www.epayworldwide.com](http://www.epayworldwide.com) or [www.appflare.com](http://www.appflare.com).

### **About epay**

epay, a Division of Euronet Worldwide, Inc. (Nasdaq:EEFT), is a global prepaid product provider and distribution network - enabling service providers to maximize the sales of their products and services. epay delivers innovative and tailored electronic payment, cash collection solutions including POS systems integration, a full settlement and reporting service and full marketing and distribution service support.

The epay product portfolio includes prepaid mobile top-up, prepaid long distance, prepaid debit cards, e-wallets, gift cards, digital music and other content, lottery, bill payment and cash-based and [online money transfer](#) through its sister company, Ria, and transport payment solutions including road tolls and public transport.

epay delivers these products through a worldwide network of approximately 664,000 points of sale at approximately 294,000 retailer locations across a number of markets including Australia, Brazil, France, Germany, Greece, India, Italy, New Zealand, Poland, Romania, Russia, Spain, Turkey, UAE, the UK and the US. Visit [www.epayworldwide.com](http://www.epayworldwide.com) for more information.

### **About Appflare**

[Appflare](#) specialises in mobile engagement in store environments, allowing retailers and brands to engage the right consumer, at the right place, right time and with the right content. Appflare provides a full end-to-end solution with the installation and maintenance of beacons, developer tools, beacon security, analytics and a sophisticated campaign platform.

The business, formed in 2013, was founded by Owen Geddes and the team behind The Cloud and Freerunner. The team has expertise not just in consumer propositions, but also in the radio, platform and app technologies required to build a compelling

mobile experience.

Appflare also offers an advisory service to organisations looking to build and execute a successful mobile engagement strategy.

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