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## **Bangkok Bank Launches Advanced All-in-One Mobile Banking and Payments Solution from Fiserv**

### **The seventh-largest bank in Southeast Asia has launched a secure browser-based mobile Internet banking application**

BROOKFIELD, Wis. & BANGKOK, Jun 16, 2009 (BUSINESS WIRE) -- Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, is now providing its innovative Mobile Money<sup>SM</sup> service to Bangkok Bank. The bank is one of the only banks in Thailand using an international mobile banking solution.

Customers can now access Bangkok Bank's internet banking platform, Bualuang iBanking, securely on their mobile phone, enabling them to view account information, pay bills, transfer funds and top up their mobile phone account. The application is available in both English and Thai languages.

"The uptake of this cutting-edge consumer banking technology demonstrates a significant shift in how banks across the world connect with their customers," said Ms. Karen Campbell, Bangkok Bank Executive Vice President. "Customers in Asia are at least as demanding as their counterparts in Europe and the U.S. - they need the portable banking tools to complement their busy, highly mobile lifestyle. We recently observed a group of late teens in a focus group talking about how going to an ATM was too much effort for them - they expressed a need for total mobility."

"Bangkok Bank chose Mobile Money from Fiserv because it ensures our system is highly mobile, integrates the latest security technology and is able to be seamlessly integrated into our Internet banking systems to complement our wider offering," continued Ms. Campbell.

Thailand's mobile penetration rate is greater than 80 percent, one of the highest in the Asia Pacific region, rapidly growing from 44 percent in 2004.

"Mobile Money from Fiserv is unique because it helps financial institutions deepen existing online banking relationships in addition to making their offline customer mobile banking relationships more profitable," said Todd Leshner, president, Electronic Banking Services, Fiserv.

Powered by technology from Atlanta-based M-Com, Inc. Mobile Money from Fiserv was launched in September 2008. Mobile Money is already recognized as one of the industry's most complete mobile banking and payments solutions due to its ability to support consumer banking via short messaging service (SMS), wireless application protocol (WAP) and downloadable mobile applications.

M-Com's mobile solutions are used by some of the world's largest financial institutions including Washington Mutual, Inc., (which is now part of JPMorgan Chase), ANZ Banking Group, Westpac Banking Corp., Electronic Transaction Services Limited (Paymark) and GE Money.

"Bangkok Bank recognizes that the mobile channel is a vital part of its future. Our strategic alliance with Fiserv ensures that we can provide banks like Bangkok Bank with gold standard payments processing, innovation, operational excellence and industry-leading execution," said Adam Clark, founder and chief executive officer of M-Com. "This deployment is evidence of that commitment."

### **About Bangkok Bank**

Established in 1944, Bangkok Bank is Thailand's largest bank with assets of Baht 1.659 trillion (USD 47.9 billion, Dec. 2008), making it the seventh-largest bank in Southeast Asia\*. Bangkok Bank made a net profit of more than Baht 20 billion (USD 578 million) in 2008.

Bangkok Bank has more than 800 branches in Thailand and boasts the third-largest overseas branch network in Southeast

Asia. The bank has been operating in Hong Kong for over 50 years, is growing a substantial presence in the Chinese market, and has branches in the US, UK and Japan.

Bangkok Bank has an extensive customer base and distribution system with over 16 million retail and business customer accounts, Thailand's largest deposit base, and a comprehensive self-service banking network including more than 6,000 ATMs and Cash Deposit Machines, and online banking via the Internet and telephone. For more information about Bangkok Bank, please visit [www.bangkokbank.com](http://www.bangkokbank.com). For more information about Bualuang iBanking for mobiles, please visit [www.bangkokbank.com/ibanking/aboutmobile](http://www.bangkokbank.com/ibanking/aboutmobile).

\* *The Banker magazine's survey published in September 2007 issue*

### **About M-Com**

Founded in New Zealand in 2000 and headquartered in Atlanta, M-Com is an international mobile banking and payments solution provider with live Fortune 500 banking customers across Asia-Pacific and North America. M-Com's core proposition is centered on delivering a positive return on investment through world-class adoption metrics for the mobile channel while providing the lowest total cost of ownership for FIs in both developed and emerging economies. For more information, visit [www.mcom.co.nz](http://www.mcom.co.nz).

### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is the leading global provider of information management and electronic commerce systems for the financial services industry, driving innovation that transforms experiences for financial institutions and their customers. Ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry, Fiserv celebrates its 25<sup>th</sup> year in 2009. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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