

28 August 2015

Telkom, Google and Bango introduce Direct Carrier Billing for Google Play

In a South African first, customers can now securely and conveniently purchase apps and content from Google Play™ using their devices and charge it directly to their Telkom mobile bill or airtime.

Centurion, South Africa – Telkom today announced Direct Carrier Billing, an integrated carrier billing service, for Google Play™ for smartphones and tablets on Telkom's mobile network. The service is made possible through the integration of Telkom's Event Billing service with the Bango Payments Platform and will enable Telkom customers to buy books, applications and in-game purchases from the Google Play™ Store and charge it directly to their mobile phone bill or airtime.

Customers can also make in-app purchases, such as additional content or new levels for a gaming app, without interruption to the app experience. This "frictionless" payment experience is emerging as the preferred model for payment in app stores, enabling more consumers to access paid content, without the need for credit/debit cards or to register personal details.

To make secure purchases and payments, customers would be expected to follow the below process:

- Have a Telkom mobile SIM card in an Android device that is connected to Telkom's mobile network;
- Open the Google Play™ Store, choose a book, app or game to buy, and select **Enable Telkom Billing** as a payment method;
- Confirm that this is the app, book or game that you want to buy and enjoy the world of app entertainment!

A double opt-in process is included so that customers are aware that they are purchasing an app or a game and are not surprised when their account is billed for the purchase. Details of each transaction will be itemised on customers' invoices. Customers can also call Telkom customer care to further validate purchases.

"Telkom is striving to make our customers' experience more streamlined and simple," said Attila Vitai, MD of Mobile and Consumer at Telkom. "This partnership with Bango provides Telkom customers with a seamless experience of purchasing applications from Google Play™ and charging it directly to their mobile phone bill or airtime.

Telkom has partnered with mobile payment leader Bango in order to launch the service. Bango CEO Ray Anderson said: "Bango has long understood that sub-Saharan Africa is a key growth market for our frictionless payment technology. Launching the best payment experience, for the world's most popular app store and in Africa's largest market, is a proud milestone for both Bango and our partner Telkom SA."

"Google Play is a trademark of Google Inc."

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ABOUT TELKOM:

Telkom is a leading communications services provider in South Africa. We had consolidated operating revenue from continuing operations of R31.7 billion and profit after tax from continuing operations of R2,889 million for the year ended 31 March 2015. Total assets amounted to R42.0 billion and equity attributable to the owners of Telkom to R25.7 billion as of 31 March 2015. The group generated free cash flow of R3.9 billion for the year ended 31 March 2015.

As of 31 March 2015, we had approximately 3.4 million telephone access lines in service and 964,196 ports connected via MSAN access. We offer business, residential and payphone customers a wide range of services and products, including:

- fixed-line retail voice services using PSTN (Public Switched Telephone Network) lines, including ISDN (Integrated Services Digital Network) lines, and the sale of subscription based value-added voice services and calling plans;
- fixed-line customer premises equipment rental and sales services both voice and data needs and these include PABX, Computers, Routers, Modems, Telephone handsets and other ancillary equipment;
- interconnection services, including terminating and transiting traffic from South African mobile operators, as well as from international operators and transiting traffic from mobile to international destinations;
- fixed-line data services, including domestic and international data transmission services, such as point-to-point leased lines, ADSL (Asymmetrical Digital Subscriber Line) services, packet-based services, managed data networking services and internet access and related information technology services;
- Data Centre Operations includes e-commerce, application service provider, hosting, data storage, e-mail and security services;
- W-CDMA (Wideband Code Division Multiple Access), a 3G next generation network, including fixed voice services, data services and nomadic voice services;
- mobile communication services, including voice services, data services and handset sales through our mobile navbar-brand called Telkom Mobile;
- information and communication services including cloud services, infrastructure services, workspace services, global service integration management and hardware and network equipment sales locally, in seven African countries, the UK and Dubai through Business Connexion Group; and
- other services including directory services, through Trudon (Pty) Ltd, wireless data services, through Swiftnet (Pty) Ltd.

Convergence is one of our key strategic initiatives in building a sustainable future for Telkom. We will lead the provision of converged services in South Africa in support of our mission statement: Seamlessly connecting people to a better life.