

***** kooma•looma announces loyalty management partnership with Onebip *****

kooma•looma to enable Onebip users to collect points and earn prizes they dream

Amsterdam, June 8th 2015. kooma-looma, the coalition loyalty platform announces its partnership with Onebip, the global mobile payment company of Neomobile Group. kooma-looma is a platform-as-a-service loyalty program designed for web and mobile companies based on an open coalition model. Onebip is one of the most innovative mobile payment providers, enabling transactions across 70 countries and 250+ Mobile Carriers.

The companies have entered into a special agreement that will see Onebip as the first payment company in the world to allow its users to accumulate kooma-looma loyalty points for transactions made through its payment system. Users accumulating “kooma-points” on Onebip will be able to spend them to redeem fantastic prizes including credits and gift cards for the major app stores and e-commerce sites, mobile air time and data traffic credit top ups, and other great rewards.

“The partnership with Onebip, a global leader in mobile payments, will secure us an important position on the Fintech segment, allowing kooma-looma to increase user purchases and loyalty across different verticals including games, digital goods and the app ecosystem”, says Massimiliano Silenzi, Ceo & Co-founder of kooma-looma.

“By adding the kooma-looma loyalty program to our payment system we believe we can deliver higher value to our payment method and strengthen our relationship with end users and partners” says Gianluca D’Agostino, Neomobile Founder and CEO of Onebip. “This loyalty management project is part of a wider Onebip program that will see us boost product development and innovation based on our strong technology foundations in the next months”.

About kooma-looma (<http://media.koomalooma.com> | www.koomalooma.com/for-business)

kooma•looma is an Open Coalition Loyalty Program and Platform that allows E and M-Commerce providers and App publishers to easily manage promotions and reward programs on their stores, increase loyal users and attract new customers. kooma•looma is a digital bonus program based on points that users earn for their mobile and online purchases to obtain rewards and gifts they dream. kooma•looma provides its partners a loyalty platform as-a-Service with easy to integrate APIs and widgets designed for mobile / web browsers and the app ecosystem. The solution offers a web panel that allows partners to manage promotions, analyse aggregated customer behaviours, and make data driven marketing decisions.

About Onebip (www.onebip.com)

Onebip by Neomobile, is a global mobile payment company that offers the best user experience and the most advanced billing technology for our partners. With over 5 billion users connected to 250+ carriers in 70 countries, Onebip enables merchants to seamlessly monetize digital goods and services to their users on a global scale. It also provides users with a simple, secure and fast way of paying for their purchases via mobile without the need of a credit card or bank account. Onebip’s deep integration with carriers and expertise in mobile direct billing enables our partners to experience the next generation of mobile payments in just one click.

Onebip started in 2005 as the first mobile payment service in the world. Today it is the mobile payment company of Neomobile group, which has offices in Rome, London, San Francisco, Mexico City, São Paulo, Madrid, Reus, Berlin, Paris, Milan, Bogota, and Belgrade.