

# **Optimal Payments to Launch iOS SDK for Apple Pay, Enabling Secure Mobile Payments for Developers, Merchants, and Partners**

**Company continues to expand merchant payment options available through the NETBANX gateway**

LONDON, MONTREAL, and NEW YORK (Oct 28, 2014) – Optimal Payments Plc (LSE AIM: OPAY), a leading global online payments provider, announces it will launch an iOS software development kit (SDK) for Apple Pay™ allowing developers, merchants, and partners to add Apple Pay In-App Purchase as an accepted payment option.

Apple Pay provides a secure method to accept payments from customers through the iPhone 6 and iPhone 6 Plus, and In-App Purchase payments are expected to represent the largest share of early Apple Pay transactions.

Once launched, developers will be able to access the easy-to-implement iOS SDK, and all the tools they need, directly from the Optimal Payments Developer Centre. Merchants will have the added benefit of a single-source provider for all of their online payments solutions. Furthermore, Optimal Payments' iOS SDK will support merchants and developers with a single point of integration for future regions as Apple Pay is rolled out globally. Apple Pay transactions will be processed seamlessly with other payment options, and data will be consolidated and reported through the NETBANX® back office.

"Mobile commerce continues to accelerate exponentially," said Danny Chazonoff, chief operating officer, Optimal Payments. "Being able to offer Apple Pay supports our strategy of providing merchants and consumers with innovative payment options that reduce friction and provide an enhanced shopping experience, using the most secure payment technologies available."

Merchants processing Apple Pay transactions through Optimal Payments' NETBANX gateway will benefit from the added security of credit card processing with Apple Pay™ and network-level tokenization.

"We already offer a wide range of merchant-side tokenization services, and are pleased to see an active commitment to security and the use of the latest tokenization standards as the cornerstone of the Apple Pay payment system," said Mr. Chazonoff.

## **About Optimal Payments Plc**

Optimal Payments is a global provider of online payment solutions, trusted by businesses and consumers in over 200 countries and territories to move and manage billions of dollars each year. Merchants use the NETBANX® platform and services to simplify how they accept credit and debit card, direct-from-bank, and alternative and local payments; and the NETELLER® service to increase revenue and capture new customers. Consumers use the multilingual and multicurrency NETELLER and Net+® Card stored-value offering to make secure and convenient payments. In July 2014, Optimal Payments acquired Meritus Payment Solutions and GMA as part of the company's commitment to strengthen its presence in the US market. Optimal Payments Plc is quoted on the London Stock Exchange's AIM, with a ticker symbol of OPAY. Subsidiary company Optimal Payments Ltd is authorised and regulated as an e-money issuer by the UK's Financial Conduct Authority (FRN: 900015).

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