

Pocket App Named Finalist in The Drum Marketing on Mobile Awards 2016

Submitted by: C8 Consulting

Thursday, 14 April 2016

- Joint Pocket App and cab:app entry shortlisted in the Best Use of Mobile Payment category

London, 14th April 2016 - Pocket App, the UK's largest independent app developer, is delighted to announce that it has been shortlisted as a finalist in the 'Best Use of Mobile Payment' category in this year's The Drum Marketing on Mobile Awards (MOMAs).

Now in its 4th year, The MOMAs are brought to you by The Drum, the organisers of the successful and widely renowned Dadis and Social Buzz Awards, and celebrate the campaigns, brands and agencies at the forefront of the mobile industry, rewarding the most effective and disruptive mobile strategies and campaigns. The shortlisted companies will attend a prestigious black tie award ceremony at the London Marriot Hotel Grosvenor Square on Wednesday 18th May, where the overall winners of each category will be announced.

Pocket App is in the running for the 'Best Use of Mobile Payment' award for its work with cab:app to develop the only mobile booking and payment app that connects passengers in over 90 cities across the UK and Ireland with professional, fully-licensed taxi cab drivers. Leveraging a mobile payment facility supportive of payment options such as contactless, Paypal and Pingit, cab:app gives customers the option to securely pay for a journey in advance directly from their mobile phone. Passengers can also receive an email receipt, should they need one either for their own personal records or to cover their journey as a business expense.

As well as providing a safe, convenient and accessible way for passengers to book and pay for a taxi, cab:app also offers innovative features such as a GPS tracker and an instant chat facility, both of which will help the passenger to monitor and communicate with their driver. Employing the knowledge and experience of real Hackney Carriage drivers to develop the best mobile payment and booking service possible, to date, cab:app has been downloaded by over 27,200 passengers and over 10,000 drivers.

Paul Swaddle, CEO of Pocket App, commented, "Having recently enjoyed a prolonged period of awards success, with wins in the UK App Design Awards and the UK Digital Experience Awards, as well as receiving a shortlist nomination in The Techies, it's very exciting to now be shortlisted for the MOMA's. The Drum's awards are seen as highly prestigious within our industry, and so it's great to be recognised for the cutting edge mobile and app development work that we are delivering for our roster of clients."

This nomination comes amid an exciting period of development and rapid expansion for Pocket App, which has just last week successfully reached 100% of its funding target in an equity crowdfunding campaign. The campaign, which went live on the Seedrs crowdfunding platform on 8th February, has had such as positive reception that it is currently in a period of overfunding, having so far raised £802,586; over £50,000 in excess of its original funding target. With 360 investors on board and additional investments continuing to be pledged, the crowdfund is still open for a limited period of time.

Paul Swaddle continued, "Mobile usage is growing exponentially and continues to disrupt the way the

world works. The success of our crowdfunding campaign, and our shortlisting for this fantastic award, not only bears further testament to the mobile revolution currently underway, but also reflects our belief that we are at the forefront of that revolution, by developing ground-breaking mobile solutions for our clients.”

To learn more about Pocket App, and in particular, its exciting crowdfunding initiative as the company expands its products, services and team, please click here (https://www.seedrs.com/pocket-app?utm_source=pocketapp&utm_medium=twitter&utm_campaign=seedrs).

-ENDS-

Notes to editors:

About Pocket App

Pocket App (<http://www.pocketapp.co.uk>) is the UK's largest independent app developer designing, developing and distributing award-winning mobile apps. Founded in 2011, Pocket App's senior executives collectively have over 30 years' experience in the mobile industry having worked in partnership to deliver projects for large telcos, as well as a vast array of leading brands and marketing agencies. Pocket App is a recognised specialist multi-platform application provider, designing mobile apps and mobile solutions. For further information please visit www.pocketapp.co.uk (<http://www.pocketapp.co.uk>) or follow us on Twitter @PocketApp (<https://twitter.com/pocketapp>).

Media Contacts:

Michael Bartley
C8 Consulting
0118 949 7750
michael@c8consulting.co.uk

Tom Hindle
C8 Consulting
0118 949 7763
tom.hindle@c8consulting.co.uk