

UKASH AVAILABLE IN MEXICO VIA FARMAPRONGO OUTLETS

Submitted by: Harrison Sadler

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London, 20th February 2013: [Ukash<http://www.ukash.com>], the international eMoney payment method, is now available throughout Mexico via Farmapronto.

Ukash enables all consumers in Mexico to use cash to pay safely and conveniently online by exchanging notes and coins for a voucher. Ukash covers various sectors including shopping, gift cards, games, poker and bingo and is can be used to pay directly at thousands of websites worldwide.

Ukash can be purchased globally from more than 460,000 terminals in convenient locations including high streets, railway stations and airports with some of its networks open 24hrs a day. Ukash has now officially launched in the 825 outlets of Farmapronto and will expand its distribution network further via 7-Eleven , Extra and multi-tiered stores in early March, with extensive network outlets such as Farmacias del Ahorro all to follow in early 2013.

Stats vary on online usage in Mexico with eMarketer indicating a 40.5% penetration of 30.9 million population in 2012, which they predict is set to rise to 53.8% in 2016.

However, according to Jesus Benitez from US Media Consultancy, Mexico will have 56.4 million unique online users by 2014 and 64% of the population will be under 35 and have significant purchasing power. He also states that Mexico is number 2 in e-commerce in Latin America and is growing by 50% a year. Forrester's projects it will reach \$3.4billion by 2016. No matter who is more accurate and whether Mexico is classified as North or Latin America, this predicted online expenditure means it is vital that Mexicans are given not only the choice of online merchants to purchase from, but also the security and peace of mind that comes from using a pre-paid voucher rather than sharing bank details online. Finally, Ukash's launch in Mexico means Mexican consumers will be able to obtain Ukash in their local currency, Mexican Peso (MXN).

David Hunter, Chief Executive Officer of Ukash said "Ukash is delighted to be working with MTCenter (one of the main electronic services suppliers in the country) and their comprehensive coverage of Mexico enables Ukash to empower Mexicans to conveniently and safely pay online with cash."

"Ukash already has a strong presence across North America, but a relatively small presence in Mexico. MTCenter are keen to support their re-launch in Mexico and provide Mexicans with the tools to support its huge appetite to purchase online, whilst remaining safe from fraudulent activity. We are confident that MTCenter's Ukash partnership will be enthusiastically received in Mexico" said Julio Gutierrez from Farmapronto.

The re-launch truly bolsters Ukash's existing presence in Northern America; the brand previously launched in Canada in 2010. Ukash empowers people worldwide to use cash electronically, irrespective of status, device or boundary, and is available at over 460,000 retail locations. Globally, Ukash is active in 57 countries across 6 continents.

For more information please visit:

www.grupofarmapronto.com and www.mtcenter.com.mx

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For further press information or interviews with David Hunter please contact the Ukash Press Office at HSL: Wendy Harrison, Jenny Thorneywork or Clare Watson. 0208 977 9132. ukashteam@harrisonsadler.com

Notes to Editors:

Ukash is the Global e-Money Network and internationally recognised e-commerce cash payment method that enables consumers around the world to use cash to shop, pay and play online safely, securely and conveniently. This secure payment method was developed to protect personal identity and financial information when making online transactions, reducing the threat of credit and debit card fraud for consumers and repudiations and charge-backs for retailers. Ukash has no age limit, so consumers of all ages can make the most of safe payment online.

Ukash codes are purchased with cash in retail outlets such as shops, petrol stations and kiosks, and issued online from the company's website. The unique 19 digit codes can then be used to pay directly on any of the thousands of websites that accept Ukash transactions worldwide, or loaded onto prepaid cards and e-wallets.

Established in 2001 under the holding company Smart Voucher Ltd, Ukash® has grown to more than 460,000 physical points of purchase, and is available in more than 50 countries around the world in 6 continents.

Ukash is regulated by the UK Financial Services Authority (FSA). The maximum single value allowed is £200/€250 or equivalent in other currencies, and the maximum amount that can be held by an individual customer is £1,000/€1,250 or equivalent in other currencies.