

E-MONEY NETWORK THAT EMPOWERS CASH CONSUMERS IN THE ONLINE WORLD RECEIVES QUEEN'S AWARD FOR ENTERPRISE FOR THIRD YEAR RUNNING

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Sustained focus on consumer empowerment means Ukash recognised as one of Britain's best performing exporters

London, April 2013 – Ukash, the global e-money network, has been honoured in the Queen's Awards for Enterprise for the third consecutive year for its outstanding contribution to International Trade.

At the heart of the Ukash mission is the empowerment of cash consumers in the online world. This latest Award reinforces the company's sustained commitment to this goal which has resulted in a phenomenal 65% year on year growth. Processing eMoney transactions throughout the world, Ukash enables consumers who either cannot or do not want to use traditional credit and banking cards to access online products and services. Ukash is a genuine example of consumer financial empowerment and, therefore, makes a significant contribution to trade globally.

The Ukash brand, recognised by the Queen's Award as one of Britain's best performing exporters, focuses on key groups that can benefit significantly from the advantages of online cash; in particular consumers of all ages and nationalities and online merchants. With substantial investment made in the last year in the creation of a dedicated, multi-lingual call centre and marketing initiatives to extend its reach to more consumers globally, Ukash has increased its acceptance in economies that are cash-driven, where there isn't a strong banking infrastructure or where there is a large community that does not have access to traditional banking and credit facilities, such as migrant communities. Ukash provides a solution for these consumers, enabling them to transact online and to be socially included, giving them access to the same benefits of online shopping as those with credit and debit cards enjoy.

Commenting on the repeated success of Ukash, David Hunter, Chief Executive Officer said: "This is a remarkable achievement for Ukash, recognising our contribution to UK exports. As we celebrate winning the Queen's Award for the third year in a row, we believe there are very few companies who have achieved this accolade. The fact that the Queen's Award is given on advice from the Prime Minister, makes receiving it an even greater honour."

"I have to thank and congratulate all our staff and partners, who continue to work so hard to take Ukash to new levels of growth and success worldwide. We are forging new global partnerships, introducing Ukash to emerging markets and offering consumers around the world access to a safe and secure way to shop, pay and play with cash online."

The Queen's Awards for Enterprise are the most prestigious accolades for UK businesses and individuals with winners announced each year on 21 April, as part of Her Majesty the Queen's Birthday Honours list. The International Trade award recognises UK businesses that have delivered substantial growth in overseas earnings and improved levels of commercial success globally.

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For further press information or interviews 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 Conduct Authority (FCA). 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.