

CARRIER BILLING MARKET SPECIAL



HUNGARY

MOBILE MARKET HUNGARY

SMARTPHONES VS.
MASS MARKET HANDSETS

10.79m
HANDSETS

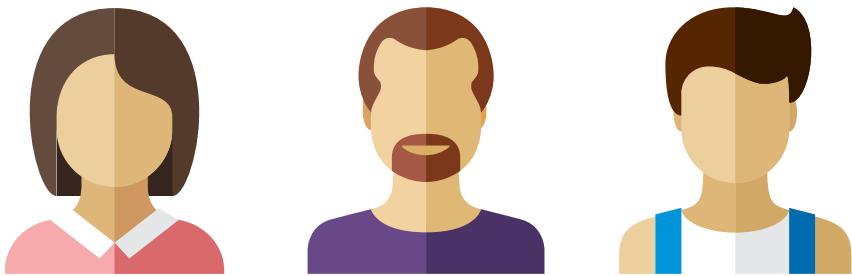
41.8%

58.2%



THE CONSUMERS

10.74m MOBILE SUBSCRIBERS



Juniper Research, May 2016

MOBILE NETWORK OPERATORS IN HUNGARY

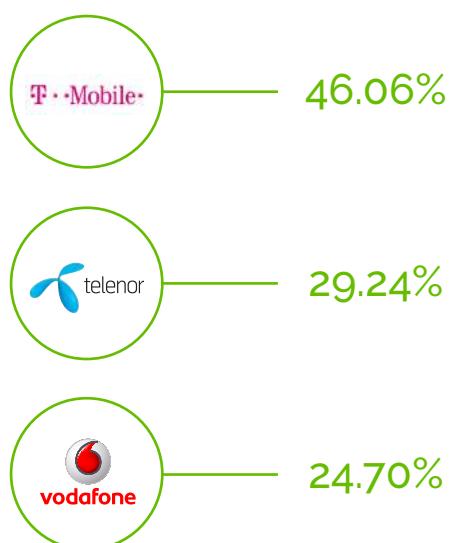
MARKET SHARE

Vodafone



T-Mobile

Telenor



Juniper Research, May 2016

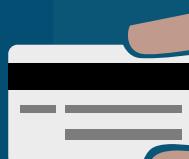
CARRIER BILLING MARKET IN HUNGARY

CREDIT CARD & MOBILE HANDSET PENETRATION

109.3%



11.8%



CONVERSION RATE COMPARISON LOW VALUE PURCHASES IN EUROPE



Credit Card & Carrier Billing



10-12% CONVERT

70-77% CONVERT

FIRST-TIME USER



20-25% CONVERT

80-88% CONVERT

2ND TRANSACTION



2%-3% CONVERT

56-68% CONVERT

2+ TRANSACTIONS

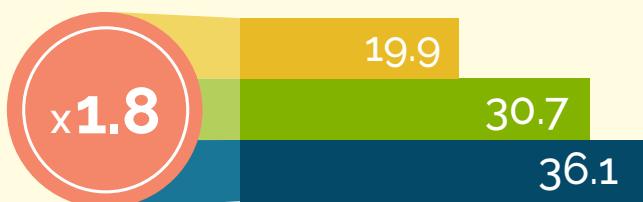
● CREDIT CARD

● CARRIER BILLING

DIGITAL CONTENT MARKET REVENUE IN HUNGARY (€M)

PUBLISHING

eBOOKS, eMAGAZINES, eNEWSPAPERS



eGAMES



HOME VIDEOS



DIGITAL MUSIC



● 2015

● 2018

● 2020



"Hungary is one of our TOP carrier billing markets, according to our reports. Specially the ticketing and the online dating industries use our products to bill their services via cell phone bill", confirms GERALD TAUCHNER, DIMOCO President & CEO.

The European market for digital content is expected to increase from

€29.2 billion

in 2015, to

€55.2 billion

in 2020.

Juniper Research estimates that the number of European digital content transactions fulfilled via carrier billing will increase from

630 million

in 2015, to

4 billion

in 2020.

CARRIER BILLING BENEFITS

#1 PAYMENT METHOD IN REACH
PAY GOODS & SERVICES
VIA MOBILE PHONE



Monetize new customers



Increase your conversion rates



Provide payments on multiple screens

CARRIER BILLING OPPORTUNITIES

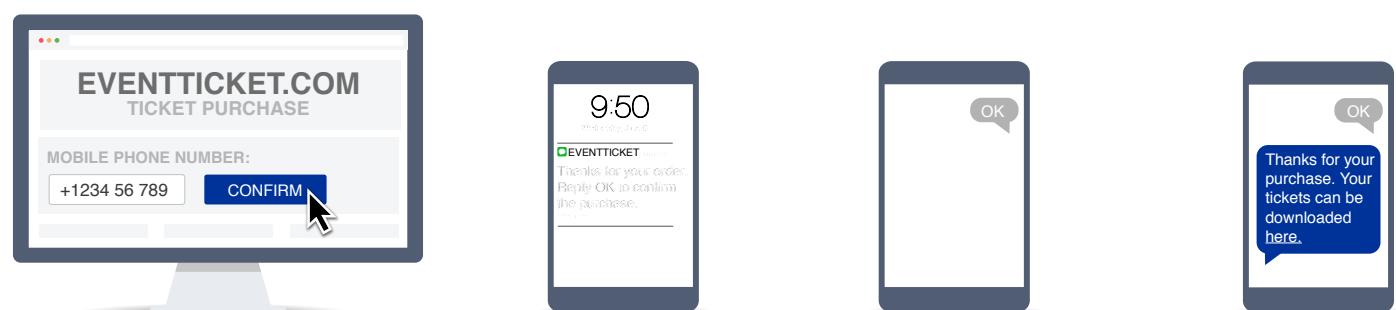
DIGITAL CONTENT CAN BE EASILY BILLED VIA DIMOCO CARRIER BILLING IN HUNGARY

ONLINE DATING



1. Consumer selects service and types in his cell phone number
2. Consumer receives a welcome SMS
3. Consumer replies welcome SMS
4. Consumer receives a purchase confirmation SMS

CONCERT TICKET PURCHASE



1. Consumer selects service and types in his cell phone number
2. Consumer receives a welcome SMS
3. Consumer replies welcome SMS
4. Consumer receives a purchase confirmation SMS

Note: According to the DIMOCO statistics, online dating and ticket purchases are the top two digital content services billed via DIMOCO Carrier Billing in Hungary.

COUNTRY STATS



HUNGARIAN
LANGUAGE



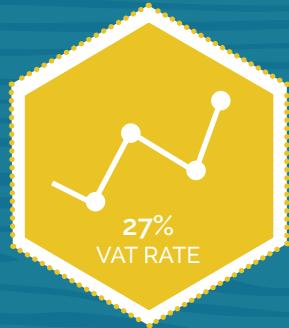
9.863 MILLION
POPULATION



HUNGARIAN FORINT
CURRENCY



1 EUR ~ 314 HUF
EXCHANGE
RATE



27%
VAT RATE

WHAT IS CARRIER BILLING?

Carrier billing is defined as making a payment for goods and services which is charged to the consumer's phone account, either to the monthly phone bill (for contract customers) or as a debit from prepaid credit.

DIMOCO

DIMOCO is a payment institute for carrier billing enabling almost 1 billion European subscribers to purchase goods and services from merchants and aggregators with their mobile devices which are charged via the operators' billing system.

SOURCES

Source 1: Juniper Research & DIMOCO White Paper: The Future of Carrier Billing In Europe (2016)

Source 2: Juniper Research May 2016

Source 3: World Bank, <http://data.worldbank.org/country/hungary> May 2016

Source 4: VAT Live, <http://www.vatlive.com/vat-rates/european-vat-rates/eu-vat-rates/> May 2016

Source 5: Oanda, <http://www.oanda.com/lang/de/currency/converter/> May 2015

Source 6: PwC "Entertainment and Media Outlook 2016-2020", www.pwc.com

Source 7: DIMOCO Country Fact Sheet Hungary

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