

## **BD Multimedia, official exhibitor at the Mobile World Congress in Barcelona**

To bolster its international development and promote its products, BD Multimedia has announced that it will be part of the official delegation of French exhibitors in Barcelona from February 24 to 27, 2014.

The Mobile World Congress is the key event in the mobile market: we attended as visitors in 2013 alongside more than 70,000 decision-makers from 66 countries, there to visit some 1,700 exhibitors!

This global event is an opportunity to understand the latest trends while taking into account the context of each individual country.

Our objectives in attending this year are as follows:

- To finalize agreements in relation to new payment solutions (with operators and alternative solution providers)
- To present our existing products in a fast-changing mobile market in which mobile application vendors are waiting for alternative payment solutions
- To present innovative new solutions and confirm their suitability for the market niches for which they are intended
- To meet with existing partners and discuss new opportunities within our respective local environments

### **Jim Dorra, Head of Payment Services, commented:**

“The Mobile World Congress is a marathon event where you can quickly form networks with leaders and decision-makers from around the industry.

The spirit of openness fostered by the event makes it more than just another trade show: discussions take place in an attitude of absolute humility, since everyone knows they can learn from game-changing breakthroughs made by others.

The magic of networking takes care of the rest!”

## About StarPass and BD Multimedia

StarPass is a fully integrated payment service that offers online merchants selling virtual goods and services the ability to monetize their content using a single solution with no installation costs or recurring fees.

StarPass is operated by BD Multimedia, a pioneer in premium and value-added services since 1986 and an expert in telecoms solutions.

**BD Multimedia is listed on the Alternext market of the Paris Stock Exchange.**

**(ISIN code: FR0000035305/ALBDM)**

---

**Reminder of last press release dated January 23, 2014:** Rapid expansion in payment solutions, with six new markets opened up

**Next press release:** End February 2014