



FOR IMMEDIATE RELEASE

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## EDS AND UTIBA MAKE M-MONEY A REALITY

Petaling Jaya - EDS (M) Sdn Bhd, one of the leading IT solution providers in this region in partnership with Utiba Pte Ltd, a company dedicated to creating innovative software solutions for mobile operators and financial institutions are proud to make **M-money** available to Maxis mobile subscribers.

Eugene Loke, the EDS Chief Executive Officer said that **M-money**, an innovative technology based on Utiba Mobility's U:Trust Solution, will eventually pave the way for efficient monetary management in the world economy between consumers and merchant partners or banks.

He explained that **M-money** is a transaction facilitation device via mobile phone and SMS that enables consumers to execute payment for goods and services without the use of cash and credit card. Micro payments are made possible by this mobile commerce technology, which serves to meet the need of subscribers for a secured, convenient, fast and low-cost means of conducting monetary transaction that enhances and benefits consumers without bank accounts.

Besides that **M-money** subscribers can send and receive money transactions from person to person. The service also allows subscribers to send domestic and international remittances to the Philippines in order to pay for goods and services. Consumers can also cash out the stored value in designated outlets. This system which is considered a breakthrough in mobile commerce will significantly assist the flow of funds from migrant workers back to their families.

Justin Ho, Co Chief Executive Officer of Utiba said "**M-money** is a product that delivers tangible benefits to consumers. It is already a reality and a proven platform in the Philippines. Utiba is pleased to partner with EDS to bring the technology to Malaysian shore as EDS has a team of experienced IT consultants and specialist in mobile commerce."

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“Just by using a low cost handset, Maxis consumers can do transaction simply and conveniently anytime and anywhere. We are particularly excited that Maxis subscribers including foreign workers will be able to send money back to their love ones easily and conveniently.” said Utiba’s Justin.

“Our partnership with Utiba has come a long way since 2003 and it is our passion to maximize the potential use of M-money. We are honored to provide the platform that links merchants and banks while serving the potential consumers who subscribe to M-money,” added Eugene.

EDS saw the construction of M-money platform from its inception of concept to its production. Excellent consultants with wide experience and expertise in e-commerce, mobile banking and application software development sat together to produce the blueprint for mobile commerce solution.

“We are confident that we have built an application that is designed for scalability and reliability ensuring efficiency. Running on open industry platforms, scalability and fail-over clustering are built in at the hardware, software and system levels to improve service performance,” said Utiba’s Justin.

Utiba together with EDS have helped to deliver a mobile commerce solution for Maxis that enables payments and mobile transactions to be executed anytime, anywhere and with simple and intuitive user experiences.

Maxis’ Group Chief Executive Officer Dato’ Jamaludin Ibrahim said that M-money marks a milestone in a transformation in payment services that will make the mobile phone a central device consumers use to make purchases and transfer money of diminutive quantity.

“M-money, while in its initial stage, represents a significant tipping point in the emerging mobile banking and payment industry, and reflects a growing preference by consumers for going mobile,” Jamaludin said.

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## About EDS (M) Sdn Bhd

EDS is a vibrant and growing consultation and professional services company, which combines sound business principals with leading-edge technology expertise. Through the years, with the strong determination and hard work, EDS has successfully built a reputation for providing world class, reliable IT Consultation and Professional Services that delivers best-in-class value.

As a solution provider, EDS offers a complete range of IT solutions to business of all sizes namely: Open Storage Solution, Mobile Commerce Solution, Content & Knowledge Management Solution, Network & Internet Security Solution and Enterprise Applications. EDS works hand in hand with technology partners such as Utiba to deliver the best-in-class technology in Mobile Commerce solutions.

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## About Utiba Pt Ltd

Utiba Mobility is a privately held company with sales and service offices in Australia, India and Singapore. The company creates software that enables payments and mobile transactions to be executed anytime, anywhere and with simple, intuitive user interfaces. Utiba Mobility's innovative software solutions are used by mobile operators, retailers and financial institutions. The company aims to make transactions across mobile networks readily available and more cost-efficient through a range of products and services. More information on Utiba can be found at [www.utiba.com](http://www.utiba.com).

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