

Press release

For immediate release

Optimal Payments' mobile payment solution chosen by MORE TH>N

Easy-to-use, secure solution selected for car insurance renewals

London, Monday 7 November 2011 – Optimal Payments Plc (LSE: OPAY), a leading online payments provider, announces that it is now providing an innovative mobile payment solution to MORE TH>N, the direct financial services arm of insurance giant RSA.

The solution is a set of mobile-optimised pages provided as part of Optimal's NETBANX payment gateway. Built specifically for mobile devices, this solution provides a secure, easy-to-use way for customers to renew their car insurance without the need to access the MORE TH>N website via their PC.

MORE TH>N [already uses](#) the NETBANX payment gateway to process card payments online and by telephone for its consumer-facing insurance services. NETBANX's Unified PayPage provides PCI DSS compliance and a highly customisable user experience. It provides a flexible and secure payment system that MORE TH>N uses for both one-off and scheduled bill payments.

"We have successfully used NETBANX since 2009 for all our online and phone payments, and adding a mobile capability was a natural next step," says Ian Hood, Group E-Business Director at MORE TH>N. "Optimal Payments was able to integrate the mobile solution quickly and smoothly, increasing the options we can offer to our customers to purchase insurance products wherever they are."

"The online world is increasingly moving to handheld devices, and the MORE TH>N solution is a great demonstration of how Optimal Payments can develop tailored mobile payment solutions that increase customer choice and meet the needs of the biggest merchants," said Martin Leroux, Executive Vice President and Head of Sales at Optimal Payments.

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About MORE TH>N

MORE TH>N is the direct financial services arm of RSA. It offers motor, home, pet, life and travel insurance by phone and via the internet. It also offers van, shop, office, business car, hotels, property, club and contractor insurance direct to small businesses.

About Optimal Payments Plc

Trusted by businesses and consumers in over 180 countries to move and manage billions of dollars each year, Optimal Payments Plc is the leading payments company offering a true alternative to banks and card schemes. Merchants use the NETBANX® processing service to simplify how they accept and settle card, direct-from-bank, and cash payments; and the NETELLER® payment account to increase margins, capture new customers and increase their lifetime value. Being independent has allowed the company to support tens-of-thousands of retailers and merchants in many geographies and across multiple industries.

Optimal Payments Plc is quoted on the London Stock Exchange's AIM market, with a ticker symbol of OPAY. Subsidiary company NETELLER (UK) Ltd is authorised and regulated as an e-money issuer by the UK's Financial Services Authority (FSA).

For more information about Optimal Payments visit www.optimalpayments.com or subscribe at www.optimalpayments.com/feeds.