

Press release

For immediate release

## **Optimal Payments Launches NETBANX Checkout**

### **Innovative Online Payment Solution Enables Merchants To Enter New Markets**

London, Thursday 4 October 2012 – Optimal Payments (LSE: OPAY), a leading global online payment provider, announces today the official launch of [NETBANX Checkout](#), an all-inclusive online payments solution for e-commerce businesses seeking to create new revenue opportunities by growing their international sales in new markets.

NETBANX Checkout provides e-commerce businesses with an easy-to-implement service that both increases international sales and lowers the cost of processing foreign transactions. NETBANX Checkout will be available to customers in the US, Canada and Europe as part of the NETBANX suite of online payment solutions.

NETBANX Checkout increases conversions for merchants, by making available local payment methods and reducing transaction processing costs and the number of blocked cross-border payments. Using a regionalised multi-lingual hosted payment page NETBANX Checkout also delivers a “local” shopping experience for consumers leading to reduced shopping cart abandonment and increased transaction approvals at checkout.

“We are pleased to be launching our NETBANX Checkout service today,” said Martin Leroux, Executive Vice President of Sales and Marketing at Optimal Payments. “Our international merchants are impressed with how quickly and efficiently they are able to enter and test new markets without adding complexity to their existing operations. NETBANX Checkout provides another example of how Optimal Payments is leading the way in developing and bringing to market innovative merchant-focused payment solutions.”

Integrated directly to the NETBANX payment gateway, NETBANX Checkout leverages the robust NETBANX PCI DSS Level 1 certified multi-currency processing platform. All transactions undergo extensive fraud scrubbing and merchants have access to the NETBANX Back Office suite for real-time tracking and management of online payments. The NETBANX Checkout service also includes local consumer billing support through a support centre and online consumer website, further reducing operational costs and time to market for online merchants.

# # #

**For further information contact:**

#### **Optimal Payments**

##### *UK*

Andrew Gilchrist, EVP Corporate Affairs

+ 44 (0) 1624 698 713

[investorrelations@optimalpayments.com](mailto:investorrelations@optimalpayments.com)

##### *North America*

Martin Leroux, Executive Vice President of Sales and Marketing

514 380 2717 [martin.leroux@optimalpayments.com](mailto:martin.leroux@optimalpayments.com)

### **About NETBANX Checkout**

NETBANX Checkout is an easy-to-implement, all-in-one online payment solution that allows e-commerce merchants to expand their global reach. The NETBANX Checkout solution provides complete payment processing, including multilingual and mobile-ready hosted payment page; single integration to a global payment gateway; multicurrency processing and settlement; comprehensive fraud protection tools; consolidated, real-time reporting; and 24/7 e-mail and phone support for consumer inquiries. NETBANX Checkout is offered in the US, Canada, and Europe.

### **About NETBANX®**

The NETBANX service enables merchants to process payments online. Since 1996, thousands of e-commerce, MOTO, and multi-channel businesses around the world rely on the NETBANX gateway and services for the payment processing of credit/debit cards, online direct debit and alternative payments as well as the management of online payment fraud. The NETBANX solution is state-of-the art, geo-redundant and PCI-DSS Level 1 certified. A robust and flexible platform, it can be configured or customized to meet the card-not-present needs of any businesses from local e-commerce websites to large scale international online businesses.

For more information about NETBANX visit [www.netbanx.com](http://www.netbanx.com) or follow us on Twitter @NETBANXServices.

### **About Optimal Payments**

Optimal Payments is a global provider of online payment solutions. Trusted by businesses and consumers in over 190 countries to move and manage billions of dollars each year, merchants use the NETBANX® processing service to simplify how they accept and settle credit card, direct-from-bank, and cash payments; and the NETELLER® payment account to increase margins, capture new customers and increase their lifetime value. Being an independent provider has allowed the company to support tens-of-thousands of merchants around the globe across a wide range of industries. Optimal Payments Plc is quoted on the London Stock Exchange's AIM market, with a ticker symbol of OPAY. Subsidiary company Optimal Payments Ltd is authorised and regulated as an e-money issuer by the UK's Financial Services Authority (FRN 900015).

For more information on Optimal Payments visit [www.optimalpayments.com](http://www.optimalpayments.com) or subscribe at [www.optimalpayments.com/feed](http://www.optimalpayments.com/feed) or follow us on Twitter @optimalpayments.