

Press release

For immediate release

## OPTIMAL PAYMENTS AND WAHANDA CELEBRATE THE SUCCESS OF WAHANDA CONNECT

London, Thursday 29<sup>th</sup> November 2012 – Optimal Payments (LSE: OPAY), a leading global online payment provider, is pleased to support Wahanda in delivering Wahanda Connect; a revolutionary new concept providing an end-to-end appointment booking solution—enabling spas and salons, well-being, fitness and beauty professionals to sell directly to the end customer via the largest health and beauty network in the UK.

Launched in August, the online booking system Wahanda Connect is the latest in successful innovation from Wahanda—who have been leading the digital revolution and reshaping the health, wellness, and beauty sector since 2008.

“We are pleased to be supporting Wahanda with this innovative online booking system,” said Martin Leroux, Executive Vice President of Sales and Marketing at Optimal Payments. “Our NETBANX service can easily be tailored to a merchant’s requirements as their business grows, and this provides another example of how Optimal Payments is leading the way in developing and bringing to market innovative merchant-focused payment solutions.”

Businesses who sign up to Wahanda Connect receive access to the easy-to-use appointment system, providing a comprehensive suite of tools, including:

- the ability to sell on Wahanda and lastminute.com via the supplier’s own Website or Facebook page;
- a free scheduling tool and booking microsite; and
- appointment confirmations and SMS reminders.

Wahanda Connect is a very cost-effective tool for those in the health and beauty industry to gain exposure, reach a larger customer audience, and help increase sales. All treatment booking sales are efficiently processed by Wahanda’s preferred partner, Optimal Payments. Wahanda has worked with Optimal Payments to provide a seamless client experience, as Wahanda’s demands grow.

###

### For further information contact:

#### Optimal Payments

*UK*

Andrew Gilchrist, EVP Corporate Affairs  
[investorrelations@optimalpayments.com](mailto:investorrelations@optimalpayments.com)

+ 44 (0) 1624 698 713

*North America*

Martin Leroux, Executive Vice President of Sales and Marketing  
[martin.leroux@optimalpayments.com](mailto:martin.leroux@optimalpayments.com)

+ 1 514 380 2717

**Wahanda**      [www.wahanda.com/business](http://www.wahanda.com/business)

Imagination PR  
[helen@imaginationpr.co.uk](mailto:helen@imaginationpr.co.uk)

+ 44 (0) 203 384 9750

### **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.