

# Etisalat Afghanistan launches “mHawala” Mobile Financial Services powered by Telepin Software

*Leading mobile operator delivers complete mobile money solution to Afghan consumers*

**Ottawa, CANADA, December 1, 2011—Telepin Software**, a leading provider of mobile money transaction platforms, today announced that Etisalat Afghanistan has commercially launched mHawala, its new Mobile Money Services platform. Telepin’s Cayman Transaction platform will be used by Etisalat Afghanistan for a full mobile financial services (MFS) offering that includes central bank cooperation, banking ecosystem participation, utility merchant involvement, and salary disbursement, which enables complete mobile banking capabilities and future cross-border money transfers.

“Mobile density in Afghanistan is currently at 50 percent and is growing rapidly. However, 95 percent of Afghan’s do not have access to banking infrastructure,” said Dr. Ali Asgharzadeh, Chief Commercial Officer-Enterprise. “This unique market cross-section creates a need for the investment we are making in Telepin’s Cayman platform. We can now introduce a much-needed innovative service to the market with mHawala. We have chosen Telepin because the company is a key leader and innovator in the mobile money marketplace.”

Telepin’s Cayman Transaction platform plays a key operational role in the distribution and management of airtime, and will be extended with subscriber wallets for MFS services.

Etisalat Afghanistan is the first mobile network operator in Afghanistan to offer this entire range of Mobile Financial Services. Telepin MFS products provide mobile operators the ability to deliver robust financial services offering to their subscriber and merchant customers. Telepin’s software plugs seamlessly into existing mobile infrastructure, leveraging the investments already made in charging systems, replenishment systems, and value added service delivery platforms.

“We understand transactions better than any general value-added services infrastructure vendor and apply this knowledge to forward-thinking operators such as Etisalat Afghanistan,” said **Telepin CEO Vincent Kadar**. “Etisalat is responding to the needs of its customers, and is delivering a best-in-class mobile money solution that will extend value to its mobile subscribers, merchant networks, and ecosystem partners. We are pleased to deliver this innovative solution to the Afghan market with Etisalat.”

Telepin MFS solutions enable mobile operators to:

- Differentiate and extend communications networks to cooperate with the financial community,
- Meet subscribers’ need for convenience and desire to leverage mobile devices for additional capabilities,
- Address merchants’ desire to incorporate mobile commerce as a payment mechanism, and;
- Mitigate concerns for security, privacy, and reliability.

## **About Etisalat Afghanistan**

Etisalat Afghanistan is a subsidiary of Emirates Telecommunications Corporation-ETISALAT, the leading telecommunications company based in the United Arab Emirates. It began in 1976 and has a presence in 18 countries spanning the Middle East, Africa, South Asia and now in Afghanistan. The company acquired the fourth GSM license for Afghanistan in May 2006 and began working in the country since October 2006. Etisalat Afghanistan is planning to build a state of the art network that Afghans can be proud of. For more information visit: [www.etisalat.af](http://www.etisalat.af) or [www.mhawala.com](http://www.mhawala.com).

## **About Telepin Software**

Telepin Software is a leading provider of mobile transaction platforms, delivering mobile operators the most efficient and cost-effective way to control their distribution network, maximize revenues from mobile financial services, and drive innovative mobile financial applications. Telepin’s Cayman Transaction Platform enables a full suite of electronic, transaction-based applications for mobile subscribers to recharge their mobile airtime without the use of physical cards or vouchers, facilitate P2P money transfers, allow for electronic bill payments, and more, using multiple channel interfaces. Telepin’s customer base includes tier-one operators in the Middle East, Africa, and the Americas. For more information, visit: [www.telepin.com](http://www.telepin.com) or

[www.mobilemoneytransactions.com](http://www.mobilemoneytransactions.com).

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