

Sybase 365 Launches First USSD Mobile Financial Solution In Asia Pacific Region

â€“AirCashâ€™ Enables Almost 9 Million Subscribers to Transfer Money to Other Users, Remit Money to Foreign Countries, and Topup Mobile Airtime

Sybase 365, a subsidiary of Sybase, Inc. (NYSE: SY), the global leader in mobile messaging services, today announced it has been selected by Celcom, a subsidiary of Axiata Group Bhd, and a leading mobile communications provider in Malaysia, to power AirCash, the regions first USSD (Unstructured Supplementary Service Data) based mobile financial service available to over 9 million customers in Malaysia. USSD is an instant messaging type phone service with quick response times. USSD is similar to SMS, but unlike SMS, USSD transactions occur only during the session and have no store-and-forward capability. We're excited to be the first operator in Asia Pacific to launch a USSD Mobile Financial Service offering. This will not only enhance our customer experience with services including money transfer locally and internationally, and airtime topup, but will also help us further enhance our offerings in mobile payments (utility bills etc), mobile banking and mobile commerce (purchase goods and service), said Kevin Henry, head of business innovation, Celcom (Malaysia) Berhad. Sybase 365s platform enables us to continuously offer avant-garde solutions for customers, further solidifying our leadership in delivering more mobile values to our customers beyond voice. We expect cross border remittance to appeal particularly to Malaysias migrant population who seek secure, instant and cost effective ways to send money home. Run on the Sybase 365mCommerce Mobiliser Platform, AirCash allows Celcom customers both 2G and 3G - to use their mobile phones to transfer money to other AirCash users, remit money to foreign countries (initially to Indonesia), and topup mobile airtime for themselves and others by simply dialing *133#. Also, customers are able to add money to (Cash-IN) or withdraw money from (Cash Out) their AirCash account at any Celcom branch and selected Celcom AirCash dealers. Mobile commerce allows operators to grow overall ARPU, increase customer loyalty and reduce operational cost, said Matthew Talbot, vice president, mCommerce, Sybase 365. Consumer demand for their mobile phone to act as a wallet is on the rise because it simplifies airtime topup, facilitates banking on the go, and helps create low cost payment eco-systems for subscribers who prefer unconventional methods of banking. The Sybase 365 mCommerce Mobiliser Platform is a complete, powerful operator-class payment processing and service delivery platform enabling end-to-end solutions for mBanking, mPayments and mRemittance. Sybase 365 has the broadest global mCommerce offering with live deployments covering more than 15 million end consumers and 20,000 merchants around the world. The companys mCommerce platform complies with industry standards including ISO 9001, Payment Card Industry (PCI), and is certified by the GSM Association as an official GSMA Mobile Money Vendor. The service will be rolled out to other Axiata-owned operator entities within major remittance corridors in the region over the next few months. Notes to Editors For further information on the mobile commerce opportunity and eco-system, download a free copy of the Edgar, Dunn & Company/Sybase 365 whitepaper entitled Realizing the Full Potential of Mobile Commerce at: <http://www.sybase.com/mCommercewhitepaper>. About Celcom (Malaysia) Berhad Celcom (Malaysia) Berhad is now the countrys most experienced and premier mobile cellular telecommunications company with over 9 million customers. It currently has the widest network coverage covering 98% of the populated areas in the country. It was the first to launch 3G services in Malaysia and has the widest 2G, 3G and 3.5G coverage in the country. Celcom also offers international roaming service in 134 countries and over 359 networks worldwide. It currently offers mobile telephony services in Malaysia for postpaid and prepaid products under the 013, 019 and 0148 access codes. Celcom is an Axiata Company. About Sybase 365 Sybase 365, a subsidiary of Sybase, Inc. (NYSE: SY), is the global leader in SMS, MMS and GRX mobile messaging interoperability, the delivery and settlement of SMS and MMS content, mobile commerce and enterprise-class messaging services. Processing more than 200 billion messages per year, Sybase 365 reaches more than 700 mobile operators and 3 billion subscribers around the world. For more information, visit: www.sybase.com/365. Read Sybase Blogs: <http://blogs.sybase.com>