



KAHUKA

VIRTUAL PAYMENT SERVICES

VIA TV



CO-BRANDED DEBIT AND STORED VALUE CARDS

In addition to providing virtual payment services, Kahuka is also working closely with Chinese domestic banks to issue co-branded debit cards embedded with Kahuka's unique account information. These co-branded cards can function as a:

- Bank-issued debit card
- Kahuka stored value card
- Kahuka consumer loyalty card

For added convenience, consumers can easily move funds from a bank debit card to a Kahuka stored value card via a TV interface.

VIRTUAL PAYMENTS VIA TV

Kahuka is a pioneer in virtual payment services via TV platform. Kahuka is the exclusive payment collection agent for Kunming Broadcast & TV Network Co., Ltd, which also owns the majority of the stake of Kahuka. Kunming has deployed "interactive" TV set up boxes in more than 720,000 households in Kunming, and plans to expand that to cover 1,200,000 households by 2013.



Kahuka's interactive functionality currently supports consumer payments for:

- Cable bills (basic fees, premium programs, VOD, etc.)
- Utility bills (electricity, gas and water)
- Prepaid phone top-ups
- Telecommunications bills (fixed phone and broadband)
- Lottery ticket purchases
- Goods purchased on TV shopping channels

ABOUT VESTA

Headquartered in Portland, Oregon, with operations in China and Europe, Vesta has been a pioneer and worldwide leader in electronic payment solutions since 1995. Vesta was the first company to successfully build and deploy non-retail electronic payment solutions for the telecommunications industry. Vesta delivers innovative payment solutions to a variety of verticals including financial services and e-commerce, and is recognized today as a global leader in payment technologies, data and security compliance and fraud management.

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