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MobilePay is ready for subscription agreements

Starting today, Danish businesses and their customers have the option of using MobilePay to manage subscription and payment agreements. The solution gives users full control and a full overview. The two businesses from the pilot project, JP/Politikens Hus and 3, the telecom company, believe that it will raise customer satisfaction and attract additional customers to their products.

Now it will be very easy for everyone in Denmark to create and manage recurring payments and subscriptions. From today, you can link MobilePay to your subscription and payment agreements and no longer need to enter your NemID and payment card information. You start the payment by swiping it in MobilePay. Afterwards, the payments will be made automatically, and they are easy to administer in the app.

"The solution meets a strong desire from many personal users and businesses to establish user-friendly and transparent subscription agreements," says Mark Wraa-Hansen, Head of MobilePay. "The path to customers will be shorter, and the payments and communications between businesses and customers can take place in real time. This will improve the customer experience significantly."

The user gets full control of all agreements

In the new solution, the user will get full control and a full overview of subscription agreements. You can switch between payment cards and reject a payment before it is executed. MobilePay also validates payment cards and communicates with the user if a card has expired and must be replaced.

The solution is called MobilePay Subscriptions. Two companies have taken part in a pilot project in which they helped to develop and test the solution, and they are now the first businesses to offer their customers subscription payments through MobilePay. One of them is 3, the telecom company.

"The new MobilePay solution will bring our range of payment options to new heights," says David Elsass, head of the consumer market at 3. "Many of our customers are digital first-movers and appreciate that we can offer the latest innovations. It is therefore very fitting that we are among the first to offer the easiest payment solution on the market in this app, which is already very popular with many people."

Improves the customer experience and attracts new customers

The companies in the pilot project like the way MobilePay checks payment cards automatically. It will lead to fewer rejected and missed payments. "It is an obvious advantage that makes it easier for our customers and more secure for our earnings," says Søren Svendsen of JP/Politikens Hus, which tested the solution with JP Premium and *Ekstra Bladet's* EKSTRA.

"We want to improve the purchase experience for our readers on an ongoing basis, and this solution helps us be more relevant for our customers," continues Svendsen. "Our customer service can be

more flexible, and we can quickly follow up on customers who have stopped their payments. Altogether, we expect that it will help us to retain customers and attract new ones."

MobilePay Subscriptions addresses two problems

Both in Denmark and abroad, solutions with automatic credit card payments have been growing strongly for several years. They are estimated to account for about 15% of recurring payments in Denmark, or several million payments. And an increasing number of businesses are choosing to base their business models on subscription-based services.

Some of the problems with the solutions have been that customers cannot get an overview of stored-card payments at a single location and cannot easily unsubscribe for payments or update their payment card information. Nevertheless, the schemes have come into favour quickly, partly because the pricing has been appealing for businesses and therefore also for customers.

"With MobilePay Subscriptions, we address both issues," says Wraa-Hansen. "We create a user-friendly and transparent solution. At the same time, we are at the low end of the price scheme in the market. Therefore we believe that the solution will become widespread."

Free of charge for MobilePay users – low price for businesses

Businesses can set themselves up to use MobilePay Subscriptions, and it will cost DKK 1 to DKK 2.75 per transaction. It will be free of charge for MobilePay users.

Advantages of MobilePay Subscriptions

- **What's new:** Automatic payments with MobilePay.
- **Quick and easy:** Since the card information is stored in MobilePay, you can start a new payment agreement with a swipe and without entering the card information, and when card information need to be updated after a card has expired, you can do it one location.
- **Full control and better overview:** Subscription agreements can be administered directly in the MobilePay app, and users get an overview of subscription agreements in a single location.
- **Better communications:** The technology ensures real-time communications, which give businesses the opportunity to be more agile in their dealings with customers and thus give a better customer experience.
- **Optimised cash flow:** Businesses receive payments in real time, and that means improved cash flow.

Further information (in Danish)

[More on MobilePay Subscriptions](#)

[Video on customer's use MobilePay Subscriptions](#)

[Video on businesses' use MobilePay Subscriptions](#)

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