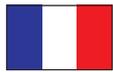


SMS PAYMENT FOR AUTOMATED VENDING MACHINES

France



Service provider



Technical provider



"We aim to take commuters by surprise, offering them the possibility of using new payment methods, an altogether new experience when they purchase coffee, snacks and cold beverages."

Jérôme Chabrol, Deputy General Manager at Selecta

Since May 2014, Selecta has been testing operator-billed SMS sales on over 100 vending machines throughout Paris' Gare de Lyon station, all equipped with purchase-via-SMS capabilities.



*Haven't got any cash? Pay by SMS

The payment solution using operator-billed SMS is a universal solution - it is compatible with all types of mobiles and is simple & quick to use. All mobile owners can thus be reached, without the need to create an account or to have a bank card.

So far, the SMS payment service has been made available to customers of operators Bouygues

Telecom and Orange. SFR will soon make this service available to their customers. The service was set up with the technical expertise of the firms mobivending, Netsize and w-HA.

Parcours client

On each vending machine, instructions explain to users how to pay via SMS.

The principle is quite simple: each machine has been allotted a code (in this case 55anna) which contains a first name (in this case "anna") in order to make it easy to remember. To pay, users send an SMS containing the code and the amount with which the vending machine should be credited.

1. Send an SMS with the name of the vending machine: 55anna, followed by the price of the desired item to 92180
2. When the vending machine shows the purchase amount, you will have 45 seconds to make your choice of item
3. Your purchase will be debited from your mobile bill

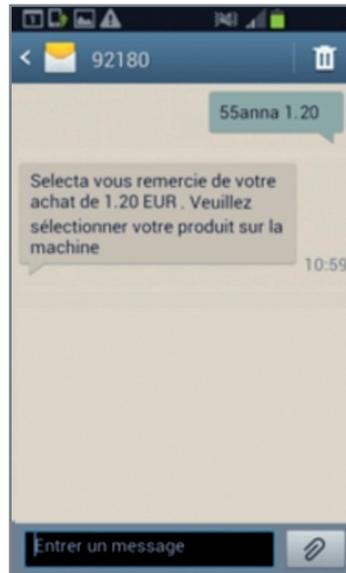


Customer Journey



1

Users send an SMS containing the name of the machine followed by the desired amount



2

They receive payment confirmation and are invited to select the desired item from the machine

*Selecta thanks you for your purchase of eur. 1.20. Please select your item from the vending machine



3

The amount is shown on the selected vending machine

*Credit: eur. 1.20 - Please select an item



4

Users then enter the product code on the machine and collect the item of purchase.

Results & outlooks

The goal of this pilot is two-fold. Firstly, it aims to test the extent to which customers are prepared to pay for snacks via operator-billed SMS. Indeed, this is the first time this payment method, though relatively common in the digital world (for the purchase of music, videos etc.), is being used in material goods (snacks and beverages). As well as this, the pilot also provides a platform for mobile operators to experiment with the usage of electronic money.

If the experiment is a success, Selecta means to introduce this new payment method on its vending machines across the board.

The service has already encountered success in Norway, Finland, Denmark and Switzerland.

«Using a non-physical means of payment will help us to increase our revenues whilst decreasing our operational costs» says Catherine Sahlgren, Managing Director at Selecta Region North.

According to Johan Lindholm, Marketing Director at Selecta Region North, «people still love using coins, but they also appreciate the new possibility of SMS purchasing. And among them is a growing number of youngsters who don't necessarily have bankcards - this solution gives them an alternative when they don't have any change on them.»

A propos de Selecta

Founded in 1957, Selecta is today the European market leader in automated vending machines. Every day they serve food products, snacks and beverages to more than 6 million consumers, at their workplaces or on their commutes. They are forever striving to find new ideas which respond to the needs and desires of consumers. As a team-based services firm, they are committed to respecting the highest standards of quality and safety in all their contact with customers and consumers, as much regarding the services as the products they have on offer. Their website, www.selecta.fr, contains any further information that you might need.