



Media Release

mHITS mobile payment technology HIGHLY COMMENDED in ACT Chief Ministers Export Awards



ACT Chief Minister's
EXPORT AWARDS

2011 EMERGING EXPORTER CATEGORY
HIGHLY COMMENDED

Canberra: 29 September 2011

mHITS (pronounced Em-HITS) an Australian based developer and operator of mobile payment technology has received a High Commendation in the ACT Chief Ministers Export Awards 2011.

mHITS is a new and emerging technology provider of mobile payment technology in the developing world where payment using a mobile phone is used in place of cash, debit card, credit card and other banking products.

Headquartered in the ACT, mHITS also operates a mobile wallet in Australia that allows consumers to make payments by SMS text message. To date, the mHITS mobile payment technology has processed over 11 million transactions, most of which are in the developing world.

"We are absolutely thrilled to have achieved this recognition, particularly from within our home market of Canberra and ACT" says mHITS founder and CEO Harold Dimpel. "mHITS is still at the very early stages of our export activities and we are quickly learning about how to do business in a global market" he continues. "As a local ACT company, we are also proud to be representing our region as a leading innovator in our field." he concludes.

For more details visit www.mhitslimited.com.

about the Export Awards

The ACT Chief Minister's Export Awards identifies and celebrates innovators in the exporting community and highlights their achievements in showcasing the ACT to the world.

ACT Category Winners progress to the 49th Australian Export Awards as national finalists to compete for an opportunity to win the coveted Prime Minister's Australian Exporter of the Year.

The Australian Export Awards measure exporters against their peers, based on the strength of their exporting, marketing and financial strategies. The program rewards and profiles the "best of the best" businesses in exporting around the nation.

The Australian Export Awards have earned the reputation throughout the Australian business community as one of the most prestigious and significant industry awards on the business calendar.

The national award program is supported by many of Australia's leading corporations, export facilitators and industry groups. The program remains a high priority and top focus of the Federal Government.

The Australian Export Awards have been operating since 1963, and will celebrate its 50th anniversary next year in 2012.



For more information on the Export Awards visit www.exportawards.gov.au.

about mHITS

mHITS (pronounced Em-HITS) is an Australian based developer and operator of mobile payment services. In Australia, mHITS operates the mHITS SMS payment service that allows consumers to send and receive payments by SMS text message.

For retail transactions, mHITS allows consumers to pay for coffee or other food and beverage items using their mobile phone simply by sending an SMS. Consumers can also use the mHITS service to pre-order their items before arrival at a venue, meaning less queuing and waiting and faster service. mHITS is also an ideal payment method for purchase of mobile content, MP3 and other electronic and digital downloads, or for making purchases for goods and services from Internet websites. Other applications include cashless vending, web based micro-billing, parking, taxi fare payment, charity donations and cash back offers. For more details of the mHITS Australian SMS payment service visit www.mhits.com.au.

mHITS technology in emerging markets for the unbanked

As well as operating an SMS payment service in Australia, mHITS is also working in emerging markets in the design, deployment and operation of mobile payment solutions for the so called “unbanked” (people who do not have access to traditional banking services).

Use of the mobile phone as a payment device is acknowledged as a logical payment solution for the unbanked as people in developing countries often lack the formal identity requirements that traditional banking services require such as a birth certificate, formal address or a regular employment or income. The lack of bank branches, limited number of ATM's, reduced access to the Internet and the general low level of financial literacy in developing countries are contrasted by the large-scale uptake of mobile phones in these same markets.

For more details visit www.mhitslimited.com.

contact

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