



## **Tradelink launches the first cross border mobile e-wallet in Hong Kong, Taiwan & Macau**

(Hong Kong, 13 November 2013) Tradelink Electronic Commerce Limited (“Tradelink”) (SEHK Stock Code: 0536) is pleased to announce the launch of its innovative mobile e-wallet, a universal plug-in solution that turns any smartphone or tablet into a mobile payment device.

Tradelink’s new mobile e-wallet, totally independent of mobile phone manufacturers/models and telecommunication operators, is a true e-wallet supporting multiple payment means, including credit cards (e.g. MasterCard, Visa and UnionPay), pre-paid cards, e-cash/vouchers, coupons etc, to completely replace the different items commonly carried in one’s wallet. A unique feature is that it enables users to apply e-signatures to ensure the security of their electronic transactions, such as e-Government services, internet/mobile banking services and e-check issuance, through the use of digital certificates that can be implanted into the e-wallet. The solution, built on a patented product, COPNI Wave provided by On Track Innovations Ltd, has already been certified by MasterCard while certification by other card associations is currently underway.

Tradelink’s mobile e-wallet will be adopted by Joint Electronic Teller Services Limited (“JETCO”) for its 30+ member banks in Hong Kong. As well, Tradelink’s partners, Trade-Van Information Services Company (“Trade-Van”) in Taiwan, and Macau Telecommunication Company Limited (“MTel”) in Macau will also promote the mobile e-wallet in their respective markets to make it the first cross border solution in Greater China.

The mobile e-Wallet is the first product branded under Tradelink E-Biz Secure Solutions Limited (“TESS”), a subsidiary newly set up Tradelink to focus on the development and provision of security solutions and products for the security and authenticity of online transactions.

“With over sixteen years’ experience in information security, Tradelink has a thorough understanding of the standards for the IT security requirements of the banking and financial industry. This enables us to provide innovative solutions for a wide array of client services and applications for Government, banks, payment service providers, merchants and telecommunication operators. As a business enabler, Tradelink’s Mobile e-Wallet will provide an innovative and effective platform for the further development of mobile commerce in Hong Kong,” said Mr. Michael Wu, Tradelink CEO & TESS Chairman.

“Leveraging on the co-operation with Tradelink in this cross-platform mobile payment solution that integrates with our electronic invoicing platform, we strongly believe that we would set a new wave for mobile payment trend in Taiwan.” said Ms. Joyce Lien, Trade-Van CEO. Also speaking at the grand launch ceremony, Dr. Michael Choi, MTel CEO said, “Macau’s economy has been growing rapidly in recent years, with increased spending by residents and tourists boosting the trading activities between Hong Kong/Macau/Taiwan. Improving payment security and convenience through advanced technologies has always been our business goals. This opportunity comes in the right time and from the right place. The co-operation with Tradelink in this cross-border mobile e-wallet project not only is an honor from our company’s point of view, but also will bring tremendous benefits to the people of Macau and our visitors.”

Mr. Michael Wu added, “Mobile application is the trend nowadays and is used in all aspects of our everyday lives. With our expertise and experience, the possibilities and opportunities are limitless. The ultimate goal is for TESS to help build and operate an entire eco-system for our mobile e-wallet which will improve the life-styles of people.”



Caption: (From left to right) Tradelink Independent Non-Executive Director Mr. Tse Kam Keung, DCEO Mr. Andrew Cheng, CEO Mr. Michael Wu, Independent Non-Executive Director Mr. Jimmy Chung and Non-Executive Director Mr. KIHM Lutz Hans Michael officially launched the first Cross Border Mobile e-Wallet in Hong Kong, Taiwan & Macau.





Caption: Tradelink directors made a toast with business partners at the grand launch ceremony (From left to right - Dr. Michael Choi, CEO of MTel, Mr. John Tsang, Deputy GM of JETCO, Mr. Dr. Harry Lee, Chairman of Tradelink, Mr. Tse Kam Keung, Independent Non-Executive Director of Tradelink, Mr. Andrew Cheng, DCEO of Tradelink, Mr. Michael Wu, CEO of Tradelink, Mr. Jimmy Chung, Independent Non-Executive Director of Tradelink, Mr. KIHM Lutz Hans Michael, Non-Executive Director of Tradelink, Ms. Emily Chung, Executive Director of Tradelink, Ms. Joyce Lien, CEO of Trade-Van and Mr. Shlomi Eitan, Chief Sales & Marketing Officer of OTI)



#### **About Tradelink Electronic Commerce Limited**

Established in 1988, Tradelink Electronic Commerce Limited is a leading provider of e-commerce services for Hong Kong business community. Since 1997, Tradelink has been providing Government Electronic Trading services (GETS) for the trading community, initially under a 7-year exclusive franchise (1997-2003) and currently under a licence till 2016. Over the years, by perfecting its infrastructure and developing services that meet users' needs, Tradelink has earned the trust and support of the trading community; enabling it to stand firmly as dominant player in the e-commerce market. In addition to GETS, Tradelink also offers a wide range of Business-to-Business services and other related supply chain management solutions to help customers improve their operational efficiency.

In 2000, Tradelink set up a wholly-owned subsidiary, Digi-Sign Certification Services Limited (Digi-Sign), the first private company granted status as a Recognized Certification Authority (CA) in Hong Kong. Since establishment, Digi-Sign has been providing digital certificate issuance services as its core business and subsequently extending to other security solution business to cope with the rapid development and growing popularity of online business transactions. In 2013, Tradelink hived off Digi-Sign's non-CA related business into a new wholly-owned subsidiary, Tradelink E-Biz Secure Solutions Limited (TESS). TESS specializes in the development and provision of online security solution business.

Tradelink was listed on the Main Board of The Stock Exchange of Hong Kong Limited (Stock Code: 0536) on 28 October 2005. For more information about Tradelink, please visit [www.tradelink.com.hk](http://www.tradelink.com.hk)



#### **About Trade-Van Information Services Company**

Trade-Van Information Services Co. was formerly “The Cargo Clearance Automation Planning and Promotion Task Force” established under the Ministry of Finance in 1990 as the first EDI information exchange service network in Taiwan.

Following the privatization of this task force in 1996, Trade-Van was formed to provide value added services, including both B2G and B2B services.

Today, Trade-Van Information Services Co. provides integrated e-business solutions and services such as customs clearance automation, paperless trading service, e-Hub electronic supply chain service, e-Invoice, supply chain management, global logistics, e-Tax, trade insurance and finance, land administration management service and security operation services for Taiwan enterprises, government agencies, and the trade community with a client base of over 56,000 corporations. For more information about Trade-Van, please visit <http://www.itradevan.com/index.jsp>

#### **About MTel Telecommunication Company Limited**

MTel Telecommunication Co., Ltd. was established in 2011 in Macau by a core team who has been actively involved in the telecommunications, electronic declarations and IT business for many years. In 2013, the company was granted a Fixed Public Telecommunications Network licence by the Government. With an investment of about MOP10 billion, the company plans to build the infrastructure supporting double ring, hot stand-by network and reliable high-speed fiber optic network for the provision of key services in relation to international and local leased lines, data and voice international gateways, telecom operators interconnections; and data / cloud computing centers. Through partnership with local and neighboring telecom operators, electronic authentication and payment service provider, international renowned hardware / software vendors, universities and other research institutes, the company aims to develop a new generation of fixed public telecommunications networks as the basic foundation based on which to pioneer the deployment of the next generation of Internet, Smart City and other new areas of telecommunications business operations to promote the interconnection of voice, video and internet. The objective is to provide to the people, tourists, Government, business community of Macau a wide range of IT and telecom services. For more information about MTel, please visit [www.mtel.mo](http://www.mtel.mo)

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