



Press Release

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*With an annual turnover of over US\$ 100 million*

## **“A15” EXPANDS OPERATIONS WITH NEW DIGITAL SERVICES IN UAE AND MENA REGION**

**T-PAY:** First of Its kind Carrier Billing Solution in MENA with 100-fold traffic growth since its inception

- *Bringing Direct Carrier Billing which is expected to generate US\$ 13 billion by 2017 globally*
- *Mobile payments expected to grow between 350 and 900 million users globally*
- *Simply connects any online businesses to 25 MENA Operators in 11 countries through one simple integration*
- *Giving Merchants the ability to transact with 200M+ potential users*

**E7GEZLY:** Unique Integrated Digital Booking and Venue Entry Management System

- *PassApp replaces traditional printed, sms and email tickets*

**Dubai, October 27, 2015:** A15, a leading entrepreneurial company creating digital products and technology brands, is announcing the expansion of its operations in the Middle East and North Africa with an annual turnover exceeding US\$ 100 million. The company that holds over 15 entities and digital brands in its portfolio, is launching its latest innovative digital solutions ‘T-PAY’, ‘E7GEZLY’ and “MAZIKA” in the UAE and MENA region, and that are aimed at accelerating the pace of digital transformation across the region.

T-PAY is the first and only regional built carrier billing solution that enables customers to use their mobile numbers to get billed online over more than 25 mobile operators in 11 countries across the Middle East and North Africa. Direct Carrier Billing conversion rates are seven to ten times higher than credit cards and payments are completed in under a minute. Payments made by users will be added to their mobile bill where they will be instantly notified about the outcome of their ongoing transaction. There is no pre-registration required since operators already have a

billing relationship with their clients, thus making mobile payments the ideal solution for impulse purchases.

“Consumer appetite for mobile technology is on the rise. Users want quick, easy-to-use and secure channels to address their day-to-day needs. As per industry estimates, mobile payments are expected to grow between 350 and 900 million users globally, generating anywhere between US\$430 billion and US\$1 trillion in transaction value by 2015. The Middle East's share of mobile payments is still minimal but it is expected to grow at a compounded annual growth rate (CAGR) of 80 per cent until 2017, when it will be worth US\$27.6 billion. Almost half of that, or US\$13 billion, will be generated from direct operator billing<sup>1</sup>,” commented Fadi Antaki, Chief Executive Officer, A15.

“As the Middle East region recording one of the highest Internet traffic growth annually at 51% until 2016<sup>2</sup>, it is still has a huge unaddressed market for digital payments, which is primarily dominated by young, unbanked population, that has no access to making online payments matching their growing need to consume exclusive content and online services. In return, T-Pay<sup>TM</sup>, is filling this gap by offering a solution that caters to all the members of the value chain- buyers, merchants and mobile operators,” added Antaki.

A15 will also launch E7GEZLY, an integrated online booking and venue entry management system that allows event organizers to seamlessly manage their tickets, secure their entry and avail many value-added business services. E7gezly's PassApp is a whole new way to get passes right on users' smart phones in a whole new, fun, and more personal way, thus saying good-bye to traditional printed, sms and email tickets.

“With the digital economy world strongly imposing itself today, and given the rapid changes in the adoption of new business models, as well as the ongoing change in users' behavior, we [A15] are constantly working to provide services and solutions that are about being “NOW” staying aligned with the latest trends in the digital industry if not a step ahead,” added Antaki.

A15 will also be introducing MAZIKA, the biggest online music brand in the Arab World bringing a unique mobile music experience to the Arab audience. Re-clinching the pole position as the number one music entertainment service in MENA, Mazika is launching its mobile applications and portal enabling users to stream their favorite music tracks from the finest collection of over 24,000 Arabic tracks taking it to the number one position in the iTunes charts in Egypt.

A15 is a “Glocal” company, connecting the world and linking between global markets through creating bridges for global companies to expand in local markets and for the local products to launch in global and regional markets. The company is the largest entrepreneur for technological

businesses in the region with an established and efficient eco-system for success; a young dynamic team, new innovative ideas and an integral system of highly efficient developers and partners.

**ENDS**

### **About A15**

A15 is an entrepreneurial company that creates digital products and technology brands. A15 aspires to empower the human race to overcome its limits and expand its capabilities through the use of technology. A15 has more than 15 commercial entities for which about 1000 employees are working in 16 offices to serve more than 20 promising markets in the Middle East and North Africa. Some of these entities and companies are “ConnectAds” a digital media sales house, “Link Development” a technology solution provider, “ArpuPlus” offering value added mobile services, “LinkDataCenter” for hosting services, “E7gezly” specialized in online booking, “T-PAY” for mobile payment, “Mazika” for music streaming, “El3ab” online multiplayer gaming, “YallaKora” your sports destination specialized in football, “Masrawy” a general portal for all kind of news, “ArabFinance” for online trading. For more info please visit: [www.A15.com](http://www.A15.com)

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<sup>1</sup> Source: *Ericsson Mobility Report 2015*

<sup>2</sup> Source: [Amf.info](http://Amf.info) 2012