

PLASTIC FANTASTIC: O2 MONEY SUCCESS

OVER 50,000 O2 MONEY CARDS SOLD IN SIX MONTHS

3rd October 2011: O2 has sold over 50,000 of its popular O2 Money card since the product was launched in the Irish market in February.

O2 Money is a prepay money card onto which money is loaded in advance of it being used. Because of this customers can only spend what they put onto the card, helping them to manage their budget more effectively. It offers all the benefits and flexibility of a chip-and-pin payments card in addition to the security and control of a prepay card.

A new O2 Money Smartphone app has also been launched making it even easier for customers to check their balance and track their spend. The app, which is free, also allows customers to send money immediately from one O2 Money card to another while on the move, so it's perfect for transferring money to a family member or friend who is abroad and may find themselves stuck for money.

According to customer purchase data, the O2 Money card has been used primarily for purchases via the internet, with 80% of transactions to date made online. The most popular sites where the card is being used include airline and auction sites. Offline the majority of usage of the card is in supermarkets and convenience stores.

Eugene Mitchell, Director of New Business at Telefónica Ireland, which operates the O2 brand, said, "O2 Money gives the user total control over their spending and this has been one of the reasons that the card has been so successful. As you can only spend what you have put on the card, there is no concern with running up debt. We had anticipated that the card would be popular for online purchases as it is totally safe and very convenient and this is borne out by the usage stats that we are now seeing."

The 50,000th O2 Money Card customer was Shandelle Ward from Waterford, who won a trip to Paris next February to see the Irish Rugby team take on France in the Stade de France.

The O2 Money card is available to purchase in O2 Stores nationwide by customers of any Irish mobile operator who are over 18 years of age. It is also available to purchase online at www.o2.ie/o2money, and the €4.99 cost of the card can be charged to O2 customers' mobile bills. Whenever customers need to top-up their O2 Money card they can do so via their internet bank account or in any O2 retail store or Payzone outlets nationwide.

O2 Money customers will also be able to avail of the other great benefits including O2 Treats and Priority Ticketing at The O2 music venue.

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