



TRAVEL AND INSURANCE WITHOUT BORDERS

Budapest, December 19, 2007 – Descendant of the world's oldest travel insurance company, European Travel Insurance (Európai Utazási Biztosító), is offering the world's first travel insurance that can be purchased by mobile phone. The service is a collaboration with Hedz Ltd, which provided the technological basis through their *iziSHOP* mobile payment service.

As Hungary enters the schengen border region on December 21, 2007, European Travel Insurance (EUB) will offer travel insurance that can be purchased by mobile telephone. A world-wide first, this service, offered from Hungary, will allow anyone to purchase travel insurance via their mobile telephone from their car or the train, without stopping at the borders, without paperwork and without any pre-payment.

The technological basis for this new travel insurance is a unique, Hungarian development, the *iziSHOP* mobile payment system, which can also be used to pay restaurant bills or purchase highway vignettes. By sending a simple base-rate text message, the user can download the *iziSHOP* Java application. Once it has been downloaded, *iziSHOP* becomes part of the telephone's menu, from where the user may select the desired service, which now includes travel insurance as well. The insurance can be purchased for local or foreign travel, for individual trips or for the whole year, for individuals or the whole family, and can be combined with various supplementary services. The purchase can be made from any mobile telephone (private or company), using any mobile service provider. The insurance is charged to the user's Visa or MasterCard bank card via the mobile telephone and the whole procedure takes only seconds.

A great advantage of purchasing EUB travel insurance through *iziSHOP* is the ease and speed with which the transaction occurs. Additionally there is no pre-arranged contract, nor any form of pre-payment. The service has no additional charges either. It costs only a few forints for the GPRS data transfer, and depending on the user's telephone package, it may even be free. The service is independent of the mobile service provider, in other words, it can be used from any mobile telephone. It also offers the highest level of bank data security from CIB Bank. This *iziSHOP* service is offered with the cooperation of EUB, Hedz Ltd and CIB Bank.

EUB Corp. – www.eub.hu

On May 9th, 1907, the world's first travel insurance provider was established in Budapest, under the name of European Travel Baggage Insurance (Európai Utipodgyászbiztosító Rt.). The company was nationalized under the socialist system, to reappear only in 1989. Ninety years after its initial establishment, the company took on its present form, as EUB European Travel Insurance, the country's only specialized travel insurance company, on January 1st 1997, in Budapest. Tradition and innovation are the guiding forces at EUB. Following in the footsteps of its predecessor means always remaining a step ahead of the competition to maintain partner and customer satisfaction.

Hedz Hungary Ltd. – www.hedz.hu

Hedz Ltd. is a software technology company that has specialized in the development of mobile payment and mobile banking applications. Hedz offers its main clients, public utilities, banks and other services, unique mobile payment and banking applications. In May, the company established a mobile telephone-based bank card shopping service, *iziSHOP* (for more information www.izishop.hu, wap.izishop.hu). Service users can pay for car parking, medical visit fees at contracted doctors, purchase highway vignettes without service charges, purchase InterTicket theatre, concert and other event tickets, pay restaurant bills, as well as purchasing travel insurance for at home and abroad.

More information:

European Travel Insurance

Barbara Jaszay
Marketing manager
Tel. +36 1 452 3581
barbara.jaszay@eub.hu

Hedz Hungary, Ltd.

Dr. Sandor Fejes
Managing director
Tel. +36 30 279 4338
fejes@hedz.hu

CIB Bank

Andras Deak
e-business product manager
Tel.: +36 1 457 68 00
cib@cib.hu