

DUBAI--([BUSINESS WIRE](#))--Belgacom, the largest telecommunications company in Belgium, and BNP Paribas Fortis, one of the country's leading banks, are jointly developing a mobile commerce "ecosystem" for Belgian merchants and consumers to enable seamless and secure shopping and payments via smartphones. The companies selected Accenture (NYSE:ACN) to help build and launch a new mobile platform that will enable Belgian consumers to use their mobile devices to make "in-app" payments (purchases conducted within mobile applications), receive tickets and coupons, and participate in loyalty programs for mobile shopping. The companies announced the agreement at Sibos in Dubai.

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Under the agreement with Belgacom and BNP Paribas Fortis, Accenture is helping the two companies design and build a mobile wallet and platform based on the Accenture Mobility platform. Accenture also will provide application maintenance services and create a developer community for participating Belgian merchants to create mobile apps.

Belgacom's and BNP Paribas Fortis' joint solution – expected to be deployed in the spring of 2014 –will be designed to integrate directly with merchant mobile apps, creating an ecosystem for mobile commerce. It will be accessible to all customers who have a debit or credit card from any Belgian bank, no matter what smartphones and mobile operators they are using. The platform offers open accessibility to merchants and full integration and development-support for merchant apps.

"Successful mobile commerce requires accessibility, convenience and security for consumers, and an open ecosystem that welcomes all merchants, banks, infrastructure providers, and developers," said Bart Van Den Meersche, EVP Belgacom Enterprise Business Unit. "This mobile commerce platform opens the door to a level of modernization, efficiency and customer satisfaction that could make Belgium a leader in the worldwide mobile revolution. We are proud that Accenture is teaming with us to bring this innovation to market."

"By bundling payment capabilities with value added services such as ticketing, e-couponing and loyalty programs, our solution will bring huge benefits to Belgian merchants and consumers," said Peter Vandekerckhove, Managing Director at BNP Paribas Fortis. "Accenture's expertise in banking, telecommunications and mobility – and their long history building complex large-scale solutions -- made them the ideal service provider in this initiative and we are pleased to work with them."

"The Belgian market has an opportunity to lead by example with a mobile wallet solution -- and with the cost efficiencies and consumer benefits that come with it," said Massimo Proverbio, global managing director of Accenture Payment Services. "Success requires strong retailer-orientation, a well-defined ecosystem of merchants and consumers, and a frictionless user experience where payment is embedded in an end-to-end shopping interaction. Belgacom's and BNP Paribas Fortis' strategy has the right ingredients for success."

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 266,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$27.9 billion for the fiscal year ended Aug. 31, 2012. Its home page is www.accenture.com.

Accenture Mobility plans, implements and manages mobility solutions for businesses and public organizations, including developing and implementing enterprise mobility strategies; incorporating applications and managed services; creating and delivering mCommerce solutions; and supplying credible, business ready Connected Product offerings. Accenture Mobility services are based on deep industry insights and technical expertise that helps clients across all industries achieve growth, efficiency and manage a successful transformation as they adopt the tools of a digital business. Find out more at www.accenture.com/mobility.

[Accenture Payment Services](#) is a business service within Accenture's Financial Services operating group that provides management consulting, technology and

outsourcing services to financial institutions. Its services are designed to bring significant improvements in core payments, card payments, digital payments, transaction banking and compliance, risk and operations. Accenture has supported more than 50 banks worldwide, including some of the largest institutions, on projects that span the payments cycle and range from traditional to multi-channel and mobile platforms.

About BNP Paribas Fortis

BNP Paribas Fortis, the number one bank in Belgium, offers the market a comprehensive package of financial services for private and professional clients, wealthy individuals, corporate clients, public entities and financial institutions. BNP Paribas Fortis supports its clients abroad with a unique pan-European network reinforcing the group's worldwide positions. Its parent company, BNP Paribas, has nearly 200,000 employees as of FY12 (www.bnpparibas.com).

About Belgacom Group

The Belgacom Group is the largest telecommunications company in Belgium, headquartered in Brussels. Belgacom Group is primarily state owned and offerings include fixed line communication through the Belgacom brand, mobile communications through the Proximus brand and Belgacom Information and Communication Technology (ICT) services to the professional market under the Telindus brand. The Belgacom Group's 2012 financial report indicated revenues of EUR 6,462 million (USD 8,577 million) and more than 15,000 employees (www.belgacom.com).

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