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Digital Turbine Partners with Axiata Digital On Carrier Billing Platform Integration

AUSTIN, Texas, Feb. 1, 2017 /PRNewswire/ -- [Digital Turbine, Inc.](#) (Nasdaq: APPS), a leader in mobile monetization solutions, today announced a strategic partnership with Axiata Digital, the digital services unit of Axiata Group Berhad (Axiata), one of Asia's largest telecommunications groups. As part of a multi-year agreement, Digital Turbine will integrate its carrier billing solution, [Pay™](#), with Axiata's Mobile Internet Fulfillment Exchange (MIFE) platform, enabling content providers access to new subscribers.

Digital Turbine's Pay platform integration with Axiata Digital's API platform, Mobile Internet Fulfillment Exchange (MIFE), enables customers to make purchases by charging payments to their mobile phone. MIFE in turn provides a single point of integration for service providers to gain access to over 300 million subscribers across Axiata's Asian markets. Launch is expected in the first half of 2017.

Chief Executive Officer of Axiata Digital, Mohd Khairil Abdullah says, "We are excited to partner with Digital Turbine and to further monetize our unique open-source API platform through this partnership within the digital ecosystem. With the MIFE available at each of Axiata's operating companies, leading mobile platform providers like Digital Turbine are able to instantly access millions of mobile customers in Asia and accelerate the pace of service delivery through one central point."

"In countries where credit cards are less prevalent and its harder-to-monetize, direct carrier billing is a great option for both mobile operators and end customers. Pay delivers greater ease-of-use for users and better conversation rates for content partners," said Jon Mooney, EVP of APAC at Digital Turbine. "Our Pay platform provides a simple gateway via a single API for partners to access many operators globally."

"By delivering unique technology platforms to valued partners in key geographies, we are laying the foundation for scalable growth. We are very excited to partner with Axiata, with its focus on digital products and services to provide a valuable and engaging experience for its subscribers," said Bill Stone, CEO of Digital Turbine. "Our Pay platform provides access to new and engaging content and importantly a way to securely pay for it through direct carrier billing. This agreement reflects the ongoing execution of our strategy to expand our footprint in this fast-growing region."

For more information, visit www.digitalturbine.com.

About Pay™

Digital Turbine Pay is a single-click direct carrier billing payment platform that enables consumers to purchase digital goods and services easily. Pay's customizable solution accepts payments from over 90 countries for more simplified billing. Android wrapper technology simplifies integration with existing mobile apps without the need to integrate multiple SDKs.

About Axiata Digital

Axiata Digital (AD), the digital services arm of [Axiata Group Berhad](#) (Axiata), was established to support the increasingly digital lifestyle of Axiata consumers. In just four years, this portfolio now consists of 30 digital brands, servicing growing demands in mobile money, mobile advertising, e-commerce, entertainment and education among which are [11st](#), [Elevenia](#), [StoreKing](#), [AdKnowledge Asia](#), [Yonder Music](#) and [WSO2.Telco](#).

About Digital Turbine

Digital Turbine works at the convergence of media and mobile communications, delivering end-to-end products and solutions for mobile operators, device OEMs, app advertisers and publishers, that enable efficient user acquisition, app management and monetization opportunities. The company's products include Ignite™, a mobile device management solution with targeted app distribution capabilities, Marketplace™, an application and content store, and Pay™, a content management and mobile payment solution. Digital Turbine Media encompasses a leading independent user acquisition network as well as an advertiser solution for unique and exclusive carrier inventory. Digital Turbine has delivered more than 150 million app installs for hundreds of advertisers. In addition, more than 31 million customers use Digital Turbine's solutions each month across more than 30 global operators. The company is headquartered in Austin, Texas with global offices in Durham, Berlin, San Francisco, Singapore, Sydney and Tel Aviv. For additional information visit <http://www.digitalturbine.com/> or connect with Digital Turbine on Twitter, [@DigitalTurbine](#).

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