# UMT Acquires Majority In PEACHES Mobile GmbH And Expands Its Own Value Chain With Prelado

**Wednesday 10 May, 2017**

UMT United Mobility Technology AG has acquired 51 percent of PEACHES Mobile GmbH based in Wiesbaden as part of a cash and stock transaction with UMT shares.

The focus of this acquisition is on prelado, one of the leading Internet portals for digital prepaid mobile and gift vouchers in Germany. prelado is to be integrated into the existing UMT Mobile Payment and Loyalty platform. A big advantage is the associated expansion of the own value chain in the B2C area. In future, UMT Group together with its partner, will expand prelado's product portfolio with digital customer loyalty tools such as vouchers and coupons, and promote the international positioning.

It is planned to expand the equity holding in PEACHES Mobile GmbH and the existing IP, licenses, and patents on the basis of sales as well as earnings milestones within the next 12 months.

'With the acquisition of prelado, we are expanding our value chain in the area of digital payment services as a 'multi-tenant' provider, thanks to the existing open source software of PEACHES Mobile GmbH. We are very pleased to have acquired one of the leading providers in this promising segment. An annual growth of 25-30 percent is expected in the digital prepaid market in Europe,' says Alexander von Franckenstein, CBDO of UMT AG. 'With the expansion of the product range and the planned future internationalization, we are expecting significant synergy effects and strive to participate in the strong growth of this segment in the coming years,' Franckenstein continued.

**About prelado:**
The service platform prelado is one of the leading Internet portals for digital prepaid mobile and gift vouchers in Germany. prelado offers mobile and smartphone users a charging option for the credit of their German prepaid mobile phone card. Various payment methods such as PayPal, SOFORT Überweisung or credit cards can be used without any extra charge. A purchase without registration is possible. The registration for a user account is optional. The user account itself offers advantages like transaction history, favorite management or fast-charging. For further information, please visit: www.prelado.de.

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