



Piran Consulting Limited
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For immediate release

How are you spending yours? #paymfirsts

- **#paymfirsts research launched to record early usage of mobile payments**
- **Paym: mobile money-exchange set to replace loose change**
- **The UK leading the way in pioneering innovation**

Loose change and IOUs are to be confined to the annals of history and the words “can I pay you back when I’ve got some cash?” never to be heard again.

The creation of this improved financial world has been significantly aided with the recent launch of Paym, with the Great British public now able to pay friends and family straight in to their bank accounts, using just their mobile number.

Early usage across the country is being tracked and mobile technology specialist Piran Consulting is encouraging consumers to share their #paymfirsts in order to chart initial uptake of the service.

The technology, which went live on 29th April 2014, is forecast to transform the way money changes hands and the way personal payments are undertaken, signalling the next major step in how we pay each other.

Piran Consulting, is a team of specialists that work with businesses to place mobile technology at the heart of their strategy, and the organisation is playing a key role in delivering new mobile payments services across the globe.

With the launch of the new technology the Piran team is interested to understand the social impact and is inviting consumers to share their Paym firsts, gauging the uptake during its first month, and also claim a place in the #paymfirsts hall of fame.

Adrian Burholt, Director at Piran Consulting said:

“Paym is set to change the shape of UK payments. The proposition is intuitive and is easily understood by the consumer.

“This type of inter-bank mobile payment services has an immediate customer benefit, is easy to take to the mass market and we are keen to see how the technology is used in the first few weeks of launch.”

How will you spend yours? Top five predictions for #paymfirsts, based on Twitter straw poll (Piran, April 2014).

- 1. Splitting a bill with a friend**
- 2. Paying the window cleaner**
- 3. Office birthday collections**
- 4. Giving your children their pocket money**
- 5. Paying the babysitter**

Ends

For further information please contact Miles Cheetham on 07966 505661.

About Piran Consulting

Our mission is to provide clear, practical and straightforward advice to clients in the converging payments, mobile and retail sectors. We approach consultancy engagements from a wholly commercial perspective, implementing solutions that solve problems, create deeper customer relationships and drive results through commercial value.