

Spend your Ukash vouchers at bidorbuy.co.za through PayFast

Issued by [Expand Marketing](#)

14 Jan 2009

Ukash™, the globally recognised e-commerce cash payment method, has joined forces with PayFast to allow online consumers to use cash when shopping at bidorbuy.co.za, Africa's largest online marketplace.



This partnership expands the payment options offered by PayFast and gives the company the ability to process transactions from an increased number of South African consumers.

“We decided to partner with Ukash as they can potentially open up the world of e-commerce to unbanked and cash-based consumers in South Africa and internationally,” says Jonathan Smit, Managing Director of PayFast. “This is a great benefit to us and bidorbuy.co.za and increases our value proposition significantly.”

PayFast is a payment collection service for South Africa that offers online consumers access to various payment methods. PayFast is a built-in payment option on bidorbuy.co.za.

Ukash is a payment system which allows consumers to purchase online with cash using prepaid vouchers. These can be purchased at retail outlets around South Africa.

Once the voucher is purchased, consumers visit bidorbuy.co.za and select the item they wish to purchase. They then select PayFast as their payment option and are redirected to the PayFast website where they enter their Ukash voucher code to complete the purchase.

“PayFast is a payment mechanism that is expanding fast in South Africa,” says Mark Chirnside, Chief Executive Officer of Ukash. “The partnership will enable consumers to access some of Africa's top shopping websites, like bidorbuy.co.za, and make their purchases safely and anonymously.”

“I believe Ukash has great prospects in South Africa and we will do our part to actively promote the use of Ukash,” continues Smit. “We hope that this partnership will speed the growth of both our companies while at the same time being beneficial to the e-commerce landscape in South Africa.”

About Ukash™

Ukash™ is a globally recognised e-commerce cash payment method that enables online purchases using cash, providing freedom from credit and debit card fraud, repudiations and charge-backs, and protecting personal identity. Ukash™ is the perfect solution for all consumers to participate in the digital era, even if they do not own a debit or credit card or are unwilling to share their financial details online.

Uniquely numbered Ukash™ vouchers are widely available through payment terminals in retail outlets in Europe and South Africa and via internet-enabled Vodafone mobiles in the UK.

The company has experienced a 257% growth in the past year, becoming the fastest growing provider of online alternative

payments in Europe.

Ukash™ has recently established a strategic partnership with South African payments giant Blue Label Telecoms to develop the brand's services. They are authorised by the South Africa Reserve Bank (SARB) to operate in South Africa and regulated by the Financial Services Authority (FSA) in the UK.

For further information on Ukash™, please visit www.ukash.com/za-en

About PayFast

PayFast (www.payfast.co.za) is a payment collection service for South African online merchants. PayFast makes it safe for buyers to send money and easy for sellers to receive money online.

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