



## Serko Enters World of Virtual Card Payments

Serko and Conferma Partner to Give Serko Online Customers the Option to Pay with Virtual Cards

Auckland, New Zealand. 15 February 2017 – Serko Ltd. (SKO.NZ) A leader in online travel booking and expense management for business, announced a new partnership with Conferma, the leader of virtual card services, that will give users of Serko Online the option to pay for business travel using Virtual Cards.

Virtual Cards have grown in popularity as they are more secure than physical cards, allow corporates to control the amount that travellers can spend and make it much easier for corporates and Travel Management Companies (TMCs) to manage and report on their travel programmes.

Darrin Grafton, CEO, Serko, said "We've seen the demand for Virtual Cards grow recently as TMCs and corporates look for more efficient ways of controlling spend and managing travel programmes. Our Serko Online integration with Conferma will allow customers to use Virtual Card products from all of the major card programmes when booking travel on Serko Online, ensuring that Serko maintains its position as an innovative platform for travel management."

Simon Barker, CEO of Conferma said: "Serko is Australasia's leading online travel booking and expense management company and we're pleased to be able to offer Serko's customers access to virtual payment capability through our platform. We expect Virtual Cards to overtake physical cards as the primary form of payment for travel in the next 3 years. Integration with Serko is key to getting mass adoption."

Serko is actively working with the virtual card providers to bring their virtual payment solutions to market in the next few weeks. Corporates should contact their Travel Management Company for more information.

Serko does not expect this to significantly impact the short term financial results.

### **More information**

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On Twitter: <https://twitter.com/SerkoOnline>

## **About Serko**

Serko is Australasia's leading online travel booking and expense management company for businesses and is listed on the New Zealand Stock Exchange Main Board (SKO.NZ). With its HQ in Auckland New Zealand, and offices in Sydney Australia and Xi'an City China, Serko employs more than 111 people worldwide.

Serko Online is an integrated Online Travel Booking Tool used by businesses to book flights, accommodation and car hire from the broadest possible set of travel providers. The OBT ensures that travel bookings comply with corporate travel management policy without limiting the users choice of travel provider.

Serko's product portfolio also includes Serko Expense, Serko Mobile and serko.travel.

Visit [www.serko.com](http://www.serko.com) for more information

## **About Conferma**

Conferma is a leading FinTech company specializing in Virtual Card technology. A global company, managing transactions in 96 currencies in 193 countries, Conferma is headquartered in Manchester, having been founded by CEO Simon Barker in 2005.

With 80% of Buying Business Travel's Top 50 TMCs using Conferma, it is an industry standard for corporate travel payment. Conferma's Virtual Card technology is mainly about simplifying over-complicated processes in Travel and Expense (T&E) payments. It is the gateway between commercial card issuers and the travel community.

Conferma's many established travel partners include all three Global Distribution Systems (GDS), Sabre, Amadeus and Travelport; leading corporate Travel Management Companies (TMCs) such as CWT, HRG, AMEX GBTA; online booking tools and other booking technology providers. Part of Conferma's ecosystem are all major card schemes, American Express, Diners, MasterCard and Visa, and over 20 commercial card issuers globally including Barclaycard, Bank of America and Citi.

<http://www.conferma.com>