

## **FREEPORT CAPITAL INC. (CNSX:FAS) GO FUN WINS SILVER AWARD AT 41<sup>ST</sup> EXHIBITION OF INVENTIONS IN GENEVA**

**April 25<sup>TH</sup>, 2013.** **Hybrid PayTech (CNSX: FAS)** was featured as part of its strategic partner Go Fun Card Limited's (Go Fun) entry in the recent 41<sup>st</sup> Exhibition of Inventions in Geneva held from April 10 to 14, 2013.

The 41<sup>st</sup> Exhibition of Inventions in Geneva drew more than 1,000 entries from 11 countries and evaluated by a panel of 85 international judges. Go Fun participated as part of the Hong Kong delegation led by the Hong Kong Science Park and won a Silver Award.

Well recognized as the centre of innovation and design, the Exhibition in Geneva attracts 60,000 visitors worldwide who are interested in knowing more about new techniques and products from all walks of life. The inventions are divided into 13 categories, which include medicine and health care, environment protection and energy conservation, electronics and computer sciences, etc.

As one of the participants under the category of electronics and computer sciences, Go Fun's entry showcased its innovative approach in using mobile payment technology for its loyalty card system in Hong Kong. The system combines loyalty and payment transactions in a consolidated mobile app which can be used by both loyalty merchants and cardholders.

In this exhibition, the Go Fun POS app highlighted its invention in global cash credit rewards system and indoor/outdoor location-based and real-time promotions system, which bring not only convenience, but also marketing innovation to its clients.

For Global Cash Credit Reward System, Go Fun demonstrated how to make use of clients' smartphones as e-wallets to make payments, and further convert their spending into cash credit to offset next spending. On this platform, clients can also enhance their corporate citizenship efforts by directly allocating part of their revenues collected to charity organizations and transferring donations directly to designated bank accounts. All these applications help facilitate trading and transactions in a one-stop multi-national, multi-industry and multi-currency method.

For the indoor/outdoor location-based and real-time promotions system, technology helps to track members' current physical locations and send instant promotions and useful coupons to their mobile phones. This brings new ideas to merchants for customer proximity marketing.

In addition, weekly consumer behavior reports can be generated for merchants as a reference for better planning in promotions, sales and marketing. In this way, merchants can target their customers more effectively whereas customers will be able to receive advertisements that better suit their needs and wants.

During this exhibition, Go Fun capitalized on the opportunity to share its knowledge in computer science with visitors from all around the world. All parties found that it was a fruitful and enjoyable exchange to know more about how electronic platforms bring ideas to daily lives.

In the future, Go Fun will continue to invest in innovative and cutting-edge technology to strive for excellence in product and business development.

### **About Go Fun Card Limited**

Go Fun Card revitalized the loyalty industry in Hong Kong by establishing its platform in 2010 in Hong Kong, Macau and Mainland China. The Go Fun Points System was adopted by more than 500 merchants servicing a broad base of 300,000 cardholders supported by on-going marketing and promotional activities. Through the use of social media like Facebook and promotion channels including "Go Fun Magazine", the loyalty program has been well publicized and also regularly featured in local media. Through this initial success, Go Fun Card is embarking on an international expansion using innovative technical applications to revolutionize and expand the boundaries of loyalty program management across Asia.

### **About Hybrid Paytech**

Part of First Equity Strategy LLC, a division of Freeport Capital Inc. (CNSX: FAS) based in Montreal, Canada, with offices in the USA, Philippines and Hong Kong - Hybrid Paytech is a technology leader in the mobile payment space for credit and debit acceptance. With a global footprint, Hybrid is an enabler of easily-deployable payment systems focusing on authentication, approved security and quick merchant adoption in fleet, delivery, logistics and retail.

The Canadian National Stock Exchange (CNSX) has not reviewed this news release and does not accept responsibility for its adequacy or accuracy. This news release does not constitute a solicitation to buy or sell any securities in the United States

SOURCE: FREEPORT CAPITAL INC.

For further information:

Freeport Capital Inc. (CNSX:FAS) [www.freeportcapitalinc.com](http://www.freeportcapitalinc.com)  
Mr. Michele Tasillo (514) 394 5200 [mtasillo@hybridpaytech.com](mailto:mtasillo@hybridpaytech.com)



Go Fun Card Limited set up booth in the 41<sup>st</sup> Exhibition of Inventions in Geneva to demonstrate the Go Fun POS app system