

CONFERMA PAY SIGNS VISUAL CONTENT DISTRIBUTION AGREEMENT WITH ICEPORTAL

Cheshire, UK and Hollywood, FL – June 10, 2019 – International Fin-Tech company, Conferma Pay was conceived in 2005 and has since become a global leader in virtual payments technology across all B2B sectors. Conferma Pay's, HOTEL BOOKER platform seamlessly manages multiple content sources providing users access to over 170,000 hotels, with the option to book both corporate and negotiated rates.

IcePortal's visual content management system (CMS) enables travel suppliers to organize, optimize and distribute photos, videos and virtual tours plus provides a visual content score for each property and the ability to increase this score. Ice curates this content and distributes it to thousands of distribution partners and over 11 million global consumers monthly. The optimized content combined with Ice's large network of distribution partners subsequently increases engagement and booking conversions for customers.

When combined with Conferma Pay's virtual card technology, HOTEL BOOKER offers a fully integrated virtual payment solution. This automatically matches booking data to transaction and invoice data.

"We're excited to partner with Conferma Pay and optimize the user experience for those using their platform, while extending distribution for our hotel and resort partners" said IcePortal President, Henry Woodman.

Dave Wood, Conferma Pay's Director of Hotel Products added: "As innovative Technology companies, we understand the benefits new technology can deliver to provide a greater customer experience.

"We're witnessing a growing number of Travel Management Companies (TMCs) utilizing and benefiting from Conferma Pay's Hotel Booker. Now, with the integration of IcePortal, we can enhance this user experience by providing an automated image upload system, along with additional quality content solutions and a centralised digital asset library to clients. This is beneficial to both TMCs and their customers, which is proving reflective in the buying decisions for discretionary bookings."

About IcePortal

IcePortal a Shiji (US) company is a technology and marketing company that helps travel suppliers manage, curate and deliver their visuals to 1000s of online travel and travel related websites – including major OTAs, GDSs, DHISCO (Formerly Pegasus,) Search Engines & Local Directories, and Social Networks. To find out how IcePortal can work for you or to learn more about our company please visit www.IcePortal.com

For more information about IcePortal please contact:

Michael Pardo, SVP Sales & Marketing IcePortal Inc.

+1(954)893-6778

Mike@Iceportal.com

About Conferma Pay

Leading international FinTech company, Conferma Pay, is the world's foremost provider of virtual card technology. Founded by CEO Simon Barker in 2005, Conferma Pay combines innovation and expertise to consistently find success when they push the boundaries of what can be achieved in the world of virtual payments.

Conferma Pay connects issuers to more than 500 travel management companies, all five major global distribution systems and more than 70 corporate booking tools. Conferma Pay is fully integrated with all the major card schemes and serves more than 36 banking partners, who have issued Conferma Pay-generated virtual cards in 96 currencies across 197 countries.

For all Conferma Pay Media Enquiries, please contact Lara Thomas on +44 7387 182190, or at lara.thomas@conferma.com

For more information about Conferma Pay please visit:

www.confermapay.com