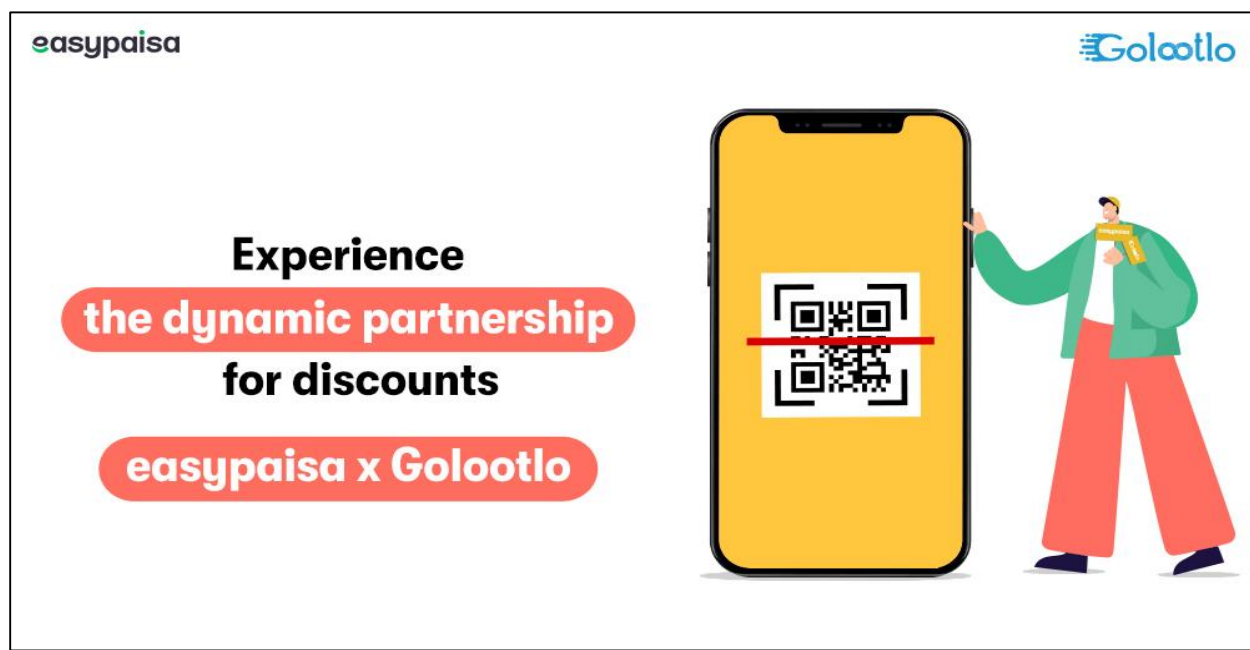


GoLootlo discounts and offers now available directly on Easypaisa App



12 February 17, 2020: Easypaisa, Pakistan’s leading digital payments platform and GoLootlo, the country’s first and largest QR-based discount app have expanded their partnership by directly integrating GoLootlo services within the Easypaisa App. This integration will enable Easypaisa customers to have an enhanced discount viewing and availing ability, using which they will be able to access 12,000+ special offers on a variety of product and service categories like food, travel, gifts, clothing etc.

Easypaisa’s recently revamped application provides users with a hassle-free payments solution which is both safe and convenient. To avail these offers, Easypaisa users can select ‘Discounts’ from the Easypaisa App’s home screen and click on the ‘GoLootlo’ sub-menu. After choosing from a variety of offers, they will simply click ‘Get discount’ to scan the QR code at GoLootlo retail merchants and avail the discount.

Commenting on the integration, Mohammad Mudassar Aqil, President and CEO, Telenor Microfinance Bank said: *“Easypaisa believes in introducing innovative digital payment solutions which add convenience to the lives of our consumers. This integration with GoLootlo reiterates our vision to further strengthen Pakistan’s digital ecosystem while enabling our customers to enjoy numerous discounts and offers within the Easypaisa app”.*

Commenting on the occasion, Fahad Mehmood, CEO, GoLootlo said: *“We are pleased to be entering into this alliance with Easypaisa. Thanks to this partnership, Easypaisa users will be able to enjoy thousands of enticing GoLootlo deals throughout the year. The company is committed to bringing its discount portfolio to a progressively wider audience, and the integration with Easypaisa is a major milestone towards that end”.*

Easypaisa’s fully integrated user-centric solution is geared towards providing a convenient, secure and accessible payment platform. This incorporation is yet another step towards building

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a digital ecosystem which allows not just convenient access to payments but also discounts to users of the Easypaisa App.

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About Telenor Microfinance Bank Limited

Motivated by its vision of ‘transforming the financial landscape of the country’, Telenor Microfinance Bank, the leading microfinance institution of Pakistan is on a mission to provide ‘instant access to convenient digital financial services’ that benefits the people of Pakistan. With Easypaisa, the country’s largest branchless banking service, and a range of innovative digital banking solutions, the bank is committed to catering to the ever-growing needs of the people it serves.

Easypaisa, Pakistan's first mobile financial services platform launched in 2009, is also the first and only GSMA Mobile Money Certified service. Easypaisa since then has evolved into a digital payments platform, which empowers people across Pakistan to truly adopt the digital way of life.

Telenor Microfinance Bank is partly owned by Telenor Group, the leading telecommunications company across Scandinavia and Asia with 174 million customers, and Ant Financial, one of the leading fintech companies in the world and an affiliate company of Alibaba Group. Together with the new shareholders and strategic partner, and the Bank’s local market presence and knowledge, Telenor Microfinance Bank aims to digitally enable and empower the underserved segments of the Pakistani society.

For more information, please visit: <http://www.telenorbank.pk/>