

Easypaisa & Zong 4G Join Hands to Provide Direct Integration for a Superior Omni Channel Experience



Aslam Hayat, Acting CEO, Telenor Microfinance Bank along with Khurram Malik, Head of Branchless Banking. From Zong 4G, Mr. Li Wenyu, Chief Financial Officer and Mr. Moied Javeed, Acting Chief Commercial Officer present at the signing ceremony along with senior representatives from both organizations.

KARACHI– April 16, 2019: Easypaisa, the first and largest mobile financial services (MFS) provider in the country, has joined hands with Zong 4G, Pakistan’s No.1 Data Network, to provide direct integration between Easypaisa and Zong 4G. This collaboration between the two companies who have been recognized for their digital innovations will enhance consumer experience with superior value, convenience and promises to be a catalyst for the vigorous growth of the mobile and branchless banking industries in Pakistan.

The agreement was recently signed in Islamabad at a ceremony which was attended by Aslam Hayat, Acting CEO, Telenor Microfinance Bank along with Khurram Malik, Head of Branchless Banking and their respective teams. From Zong 4G, Li Wenyu, Chief Financial Officer and Moied Javeed, Acting Chief Commercial Officer, were present along with senior representatives from both organizations.

The all-encompassing goal between Easypaisa and Zong 4G is to provide value and convenience to the people of Pakistan. This synergy between the organizations adds value to consumer lives by enhancing their ability to manage their financial and telecom needs through a superior omni channel experience. Access to financial services and connectivity has the power to transform everyday lives.

Easypaisa continues to transform Pakistan into a digitally robust economy by offering innovative solutions and this successful partnership with the leading innovator and widest 4G network Zong is reflective of its commitment to promote greater financial inclusion and empowerment.

“Open collaboration is a vital ingredient in building a borderless payments ecosystem which will help create Fintech solutions that will drive positive change. Being an industry leader, Easypaisa has achieved yet another milestone by working with Zong that will revolutionize and fuel the next wave of growth in the mobile money industry. Through the Easypaisa App and Zong direct integration, we are providing consumers on Zong’s network in Pakistan with enhanced

functionality and freedom to opt for Easypaisa as their preferred mobile money account. This unparalleled convenience and accessibility will eventually translate into financial inclusion for an ever increasing number of subscribers.” said Aslam Hayat, acting CEO, Telenor Microfinance Bank.

Commenting on the collaboration, Zong 4G’s official spokesperson, Mannan Shabbir said, “With more than 10,000 4G sites, we are the widest 4G network of Pakistan providing seamless connectivity to largest 4G subscriber base of over 11 million. Our unrivaled services and solutions for our customers make us Pakistan’s No.1 Data Network”

For Zong 4G to partner with Easypaisa, it is an extension of our efforts to lead and build a digital ecosystem in Pakistan. And in this growing digital era, we are at the forefront to provide best-in-class solutions and services to our customers for optimal experience.” Mr. Mannan further added.

Easypaisa remains at the forefront of empowering people through innovative, technologically driven, and low cost financial services. Easypaisa reaches those parts of rural Pakistan that larger commercial banks in urban centers face multiple barriers to entry thereby providing the opportunity to offer the unbanked a portfolio of financial services: payments, e-wallet savings and transfers along with insurance.

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About Telenor Microfinance Bank Limited

Telenor Microfinance Bank (TMB) offers Easypaisa, Pakistan's first mobile financial services platform launched in 2009, which is also the first and only GSMA Mobile Money Certified service. Easypaisa has since developed into the largest branchless banking service in Pakistan in terms of agent network, active accounts, and transaction value, according to the State Bank of Pakistan. TMB also provides microfinance and related financial services to the less privileged and unbanked segment of the Pakistani society.

Ant Financial Services Group (“Ant Financial”), subsidiary of Alibaba Group has bought 45% stake in Telenor Microfinance Bank, a subsidiary of Telenor Group, to further develop TMB’s mobile payment and digital financial services. This strategic partnership between Telenor Group and Ant Financial combines TMB’s knowledge and local market presence and Ant’s technology in Alipay, the world’s largest digital payment platform, and other financial services, to bring mobile payment and inclusive financial services to individuals as well as small and micro businesses in Pakistan. For more information, please visit: <http://www.telenorbank.pk/>