



Easypaisa QR University Drive

An Aim to Equip the Youth of Pakistan with a First of its kind Cashless Digital Payment System

KARACHI, October 02, 2018: As part of its commitment towards providing youth access to quality financial services and creating a more financially inclusive Pakistan, Telenor Microfinance Bank, through its Easypaisa mobile payment and lifestyle platform, has announced its latest initiative to equip universities and colleges with state-of-the-art QR payment systems.

Through the system, students will be able to make payments using their Easypaisa mobile app which will scan the QR code and deduct the money from their mobile wallet. In addition, many students will also be able to benefit from a variety of Easypaisa related discounts and offers as a result of using the app.

This initiative is the latest among a string of different programs and projects that are geared towards revolutionizing Pakistan's financial system through unique technological systems and platforms. It aims to not only create a more financially inclusive environment by giving youth access to digital payment solutions but also help Pakistan grow its financial infrastructure.

"It has always been our aim to extend formal financial services to every Pakistani." said Shahid Mustafa, President & CEO, Telenor Microfinance Bank. "By offering QR payments via our app, at universities and colleges around the country, we are delivering on our commitment to bring greater ease and access to our customers. This is another step in making it simpler and more convenient for the vast majority of Pakistanis to manage their financial needs."

Telenor Microfinance Bank considers this initiative as the first step towards a more efficient financial sector within Pakistan, with an aim to keep the youth at the center of this financial revolution. It is expected that the positive impact of this project will set the stage for similar products in the future.

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Press Contact

Subul Naqvi

Corporate Communications, Telenor Microfinance Bank

Email: subul@telenorbank.pk

About Telenor Microfinance Bank Limited

Telenor Microfinance Bank Limited is Pakistan's leading microfinance bank. In 2009, we launched Pakistan's first mobile banking platform 'Easypaisa' which now has one of the largest nationwide footprints and is also the first and only GSMA Mobile Money Certified service in the country.

PRESS RELEASE



We provide microfinance and mobile financial services to the underprivileged and underbanked segment of society, with an aim to contribute towards empowering societies. Telenor Microfinance Bank was awarded the 'Best Microfinance Bank' and 'Bank the Unbanked' award at the Pakistan Banking Awards in 2016 and 2017. For more information, please visit:

<http://www.telenorbank.pk/>