

Telenor Microfinance Bank Reveals New Brand Position 'Uthao Pehla Qadam'



From Right to Left: Aslam Hayat, Acting CEO, Telenor Microfinance Bank, Roar Bjaerum, SVP Head of Financial Services, Telenor Group, Irfan Wahab Khan, Board Member, Telenor Microfinance Bank and Li Zhixian, Regional Director, Ant Financial, at the launch of the new brand position of Telenor Microfinance Bank

KARACHI – March 21, 2019: As a way of further bolstering its long-standing efforts to reach out to members of underprivileged sections of society, Telenor Microfinance Bank, one of Pakistan's leading microfinance bank, aims to serve the unbanked and under-banked members of society as well as empower them by delivering quality financial services, thereby paving the way for greater financial inclusion. The bank has announced its new brand position 'uthao pehla qadam', which is a direction towards enabling its customers to develop the confidence they need to take the first step towards becoming financially independent.

The bank recently held an internal launch in Islamabad and had representatives from Telenor Group, Ant Financial along with the senior leadership team to introduce the new brand position to coworkers and colleagues.

Aslam Hayat, Acting CEO of Telenor Microfinance Bank, said "We are looking to develop a much deeper connection with our audience as well as clearly communicate the organization's goal which is to empower and enable the unbanked and under-banked individuals to take control of their lives."

PRESS RELEASE



The bank's main objective behind their campaign is to give all unbanked and under-banked citizens of Pakistan the tools necessary to not only provide for themselves and their families but also make major contributions towards Pakistan's formal financial system and ultimately help its economy grow and prosper.

Telenor Microfinance Bank has built its reputation on its capability to connect with its customers on a level no other financial institution has been able to do. Through innovative mobile banking platforms like Easypaisa along with other unique investment initiatives, Telenor Microfinance Bank has played an integral role in poverty eradication and simplifying lives.

Telenor Microfinance Bank works towards instilling greater financial inclusion through quality financial services and helps pave the way for a more streamlined, formal financial system for Pakistan.

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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/>