



Easypaisa Becomes Proud Partner of Pakistan Cricket Board

Easypaisa, Pakistan's leading provider of digital financial services is proud to become the associate partner of the Pakistan Cricket Board for Pakistan men's national cricket team's tour of England. The Pakistan men's national cricket team will don the Easypaisa logo on all their playing kits for the Test and T20 series during the contest starting from August 5th, 2020.

Easypaisa has been a pioneer in the digital payments ecosystem of Pakistan launching innovative products as well as services to bring financial inclusion in a simple yet convenient manner to the masses. Pakistan men's national cricket team playing kits will now adorn the Easypaisa branding signifying a partnership of two strong contenders in their respective fields. This collaboration is a personification of Easypaisa's leadership position in the digital payments space of the country.

Commenting on the development, M. Mudassar Aqil, CEO, Easypaisa, said; *"It is a matter of great privilege and honor for us to become the associate partner of the men's national cricket team for their series against England. This event is indeed something for cricket fans to cheer about who were deprived of the game due to the pandemic. The Pakistan-England series is one of the initial rounds of international cricket to be conducted post the COVID-19 outbreak and we believe it will be a sign of resilience and a precursor for healthier times ahead. Our best wishes go out to both teams while we look forward to a great cricketing season ahead."*

With cricket slowly gearing up for resumption after the COVID-19 lockdowns, excitement levels amongst cricket fans are heightened all over the world. The English cricket series would be one of the major sporting events that will be held after the COVID-19 outbreak.

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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/>