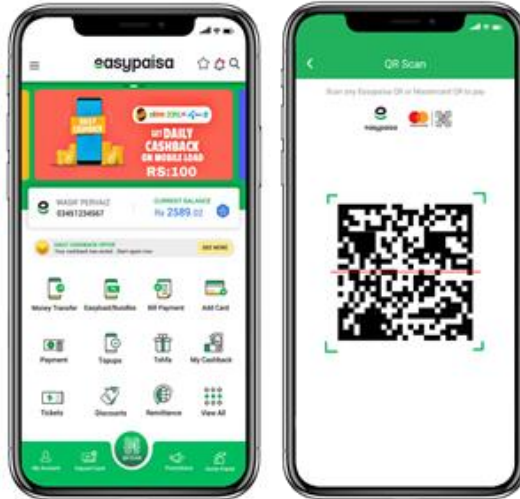


## Easypaisa QR Payments: Another Step towards Convenient Transactions



Imagine you're on your way to work and, as you are driving, your eyes roll on the fuel indicator and you realize that you must stop by at the nearest petrol station. You get the tank refilled hastily as you have a crucial meeting planned ahead. You reach for your wallet and it strikes: you forgot to put your debit card back after you used it last night. Now, you are in the middle of nowhere. The same thing could happen when you're at a restaurant, a mall, a hypermarket, or a convenience store.

Compare this situation with the use of a feature when you could do away with all such troubles with just a few taps. By using the Easypaisa QR code facility, you have your payment option right inside your smartphone. Regardless of where you are, just take out your phone, hover it over the QR code in the designated booth and there you have it! Payment is made. By going cash-less, you can avert cash theft and potential COVID-19 infection by eliminating the need of handling currency notes.

The procedure to use the feature is easy. Log in to your Easypaisa App, tap on the QR scan to initiate the scanner, scan the code, enter the amount of the bill, tap on 'next', check your payment details, tap on pay now, and there! It's done.

Easypaisa intends to continue partnering with stakeholders to enhance the scope of digital payments in the country. During the pandemic, over 12,000 QR merchants have been on boarded on the digital payments platform to provide seamless QR payment options to customers.

Deciding to opt for the feature brings convenience for both the consumers and vendors. Easypaisa also offers exciting discounts to encourage users to fully benefit from the App's feature and experience safety, security, and ease. Through a current promotional campaign, customers can perform QR transactions greater or equivalent to PKR 100 on any QR merchant including fuel, grocery, pharmacy, food etc. to participate in lucky draw after which 4 customers will get a chance to win a smartphone while one lucky winner will win a heavy bike.

Easypaisa continues to pursue avenues of digital payments ensuring more convenience and taking a step further to materialize the dream of a digital Pakistan.

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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 Group, 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/>