

Easypaisa Bags Internationally Acclaimed Emerging Payments Award for 2020



Easypaisa, Pakistan's leading digital payments platform has yet again added another feather to its cap by winning the Emerging Payments Award 2020 for the 'Best Financial Inclusion Payments Initiative'. The renowned mobile banking platform was one of the two winners, out of four contestants, to bag the awards.

The winners were announced recently at the virtual Emerging Payments Awards Ceremony, streamed online for the global community to participate. The Awards celebrate innovation and collaboration by recognizing companies that have made significant advances in payments. Now in its 13th year, the Emerging Payments Awards is the UK industry's most prestigious event.

This isn't the first time that Easypaisa has emerged as a major player in the sphere of financial inclusion. It has been making significant headway in the field by forging partnerships with other companies to play the role of an enabler for financial inclusion through ensuring access to digital financial services.

Commenting on the achievement, M. Mudassar Aqil, President & CEO, Easypaisa / Telenor Microfinance Bank said, "It is a matter of great pride for us at Easypaisa to become the winner of the prestigious Emerging Payments Award for 2020 and we are ecstatic to say the least. Easypaisa has always strived to play the role of an enabler for the digital financial inclusion of the masses, and this recognition further strengthens our resolve to play our part in the development of a digital ecosystem. As the most widely used digital wallet App in Pakistan, serving millions of people every day, we look forward to continue building the Easypaisa platform through which all Pakistanis will be able to participate in the country's formal economy."

Easypaisa has been making consistent efforts to introduce a digital landscape by allowing more people to leverage various use cases and experience seamless digital transactions through its App. The platform also

won 'The Innovators 2020' Award in May this year for the second consecutive time in the field of Payments by the Global Finance Magazine, wherein it was recognized for forging new paths and introducing tools for greater financial inclusion.

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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/>