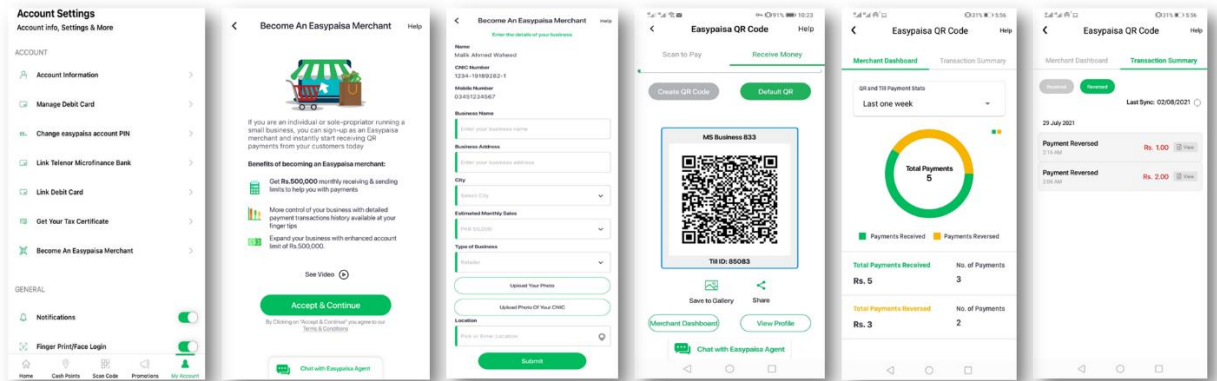**DIGITAL RELEASE**

Easypaisa Revolutionizes QR Payments with the Innovative Digital Easypaisa Merchant Initiative

| 1- Merchant taps "Become An Easypaisa Merchant" on his Account info screen | 2- How to use this feature & few salient features | 3- Merchant enters details about their business for KYC & merchant registration | 4- Merchant can generate QR Code & save in gallery too | 5- Separate view of transactions received/reversed via QR | 6- Merchant will also get separate Dashboard for QR business |

October 25, 2021: Easypaisa, Pakistan's leading digital payments platform, has introduced a convenient service for individuals and sole proprietor merchants who have a need to collect digital payments from their customers. Using the existing Easypaisa App, customers can now signup as an Easypaisa merchant instantly and start collecting instant payments from other Easypaisa customers using QR codes. This digital merchant sign-up process is in-line with the State Bank of Pakistan's regulations, and offers instant fund settlement and a separate dashboard visibility, all through the existing Easypaisa App.

Over the last few years and especially during the COVID-19 pandemic, contactless transactions have seen a rapid rise through wide-scale acceptance amongst the masses. QR payments are one such avenue and Easypaisa has led with innovation in this space. As a digital merchant, not only have registrations been made easier but the account limits have also been enhanced to handle greater volume of payment transactions of up to PKR 500,000 per month.

In order to begin the process, a customer can simply open their Easypaisa App and tap on 'Become an Easypaisa Merchant' option available on the account information screen. Once the merchant details are entered, the Easypaisa platform will instantly generate a QR code on screen. Merchants also have the option to generate a dynamic QR code. This QR code can be scanned directly by customers, or saved in the phone gallery or printed and placed on the counter. Customers must have an Easypaisa App to scan this QR and all payments will be instantly settled into the merchant account.

Easypaisa continues to be at the forefront of developing best in class technological solutions to create avenues for businesses and customers to transact digitally through a variety of channels. With this new functionality, merchants can now acquire their respective QR codes digitally resulting in a drastic reduction of onboarding time and efforts in order to provide seamless, convenient and secure digital financial services to customers.

XXX

DIGITAL RELEASE

Press Contact
Eman Ahmed Shaikh
Corporate Communications, Telenor Microfinance Bank
Email: press.center@telenorbank.pk

About Easypaisa / Telenor Microfinance Bank Limited
Easypaisa, powered by Telenor Microfinance Bank is at the forefront of revolutionizing fintech in Pakistan by delivering innovative, cutting-edge technology solutions. We began our journey in 2005 by establishing a national footprint, with the launch of micro-lending programs. In 2009 we created history by launching the country's first mobile banking service that has evolved to become the most used digital payments platform.
Backed by the largest fintech in the world, Ant Group (affiliate company of Alibaba Group), and the leading multinational organization across Scandinavia and Asia, Telenor Group, we aim to promote financial inclusion by empowering all Pakistanis to adapt convenient and secure digital financial solutions.

OUR VISION | Creating a transparent economy that all Pakistanis can participate in **|**

OUR MISSION |Transform Pakistan into a cashless and financially inclusive society by creating value through the power of collaboration and technology **|**