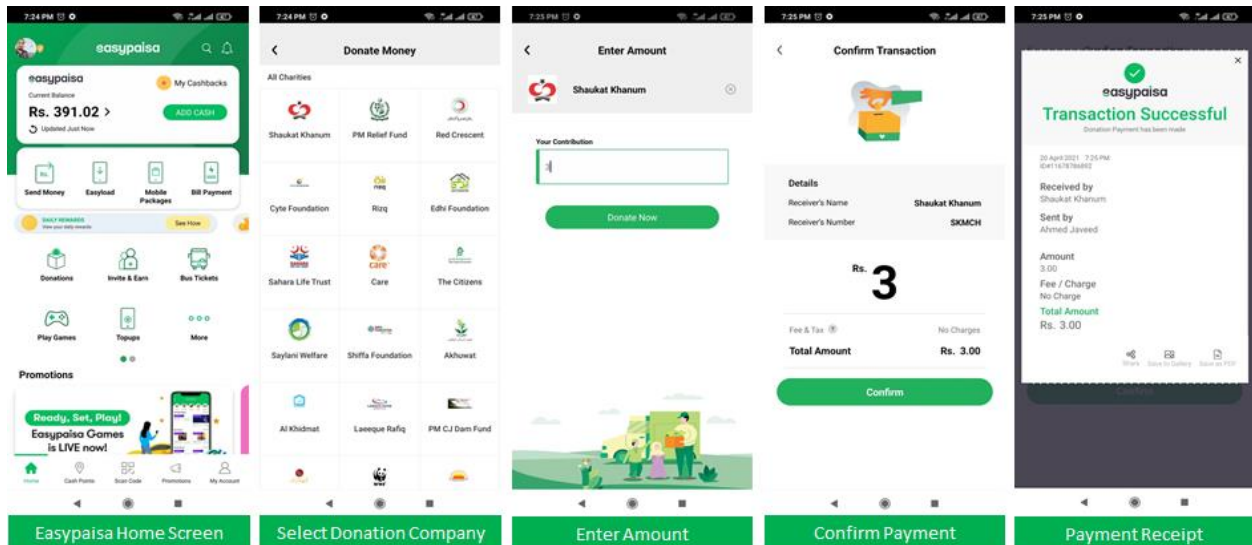


## This Ramadan, Use Easypaisa to Give Your Zakat to Your Preferred Charity Organization, Easily, Instantly and Safely



**April 26, 2021:** Easypaisa, Pakistan’s most used payments App is at the forefront once again to empower customers with appropriate services to help those in need.

Amidst rising cases of Covid-19 during the third wave, donations through Easypaisa are safe and convenient for users, especially during the holy month of Ramadan when a spike is witnessed in the number of donations and charity given by people.

The Easypaisa platform has various charitable causes on-board which users can donate to, including the PM Relief Fund, Shaukat Khanum Memorial Cancer Hospital, Edhi Foundation, Saylani Trust, The Citizen’s Foundation, Red Crescent, Care Foundation, Al-Khidmat Foundation and other charities serving various segments across the country. Users can easily login to their Easypaisa Android App, select donations from the payments menu and donate to the charity of their choice.

Pakistanis are amongst the most philanthropic nations in the world and the volumes of donations surge during this month. Charity giving in Pakistan is estimated to be around 1 percent of the country’s GDP and in 2018-19, an estimated PKR 170 billion was given as charity.

This year as well, given the crisis caused by the ensuing pandemic, Easypaisa is once again enabling customers to switch to convenient payment options and continue carrying out all financial transactions while staying safe.

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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/>