

## Press Release

### **Easypaisa & Faysal Funds Collaborate to Bring Fully Digital Investment Journey**



Easypaisa, Pakistan's leading digital payments platform has partnered with Faysal Funds (Faysal Asset Management Limited), one of the fastest-growing Asset Management Companies in the industry, with an aim to boost the collective vision of financially empowering all Pakistanis, especially when it comes to investments and saving for their future.

This collaboration will open new avenues into the untapped market of more than 14 million easypaisa customers. To facilitate investors across Pakistan, Faysal Funds has embraced digital transformation of the Asset Management Industry and has introduced fund management through a mini app integrated directly in the easypaisa app.

An agreement to this effect was recently signed in Karachi by M. Mudassar Aqil, CEO, Telenor Microfinance Bank/ easypaisa and Khaldoon Bin Latif, CEO Faysal Funds. Senior officials from both the organizations were also present on the occasion. The ceremony was also attended by Mr.

Salman Ahmed Usmani, Chairman of the Board, Faysal Bank. Joining via video link, Mr. Akif Saeed, Chairman of the Securities and Exchange Commission of Pakistan (SECP) also congratulated both the institutions on this ground-breaking partnership.

Easypaisa customers can experience hassle-free investing on the go by opening an account with Faysal Funds in just a single tap. No documentation is required, while customers get complete access to perform investment & withdrawal transactions, view their transaction history, analyze fund performance and fetch their account statement from within the easypaisa app.

Commenting on the partnership, M. Mudassar Aqil, CEO Telenor Microfinance Bank/ easypaisa, said: “We are excited to partner with Faysal Funds as this partnership will enable us to carry forward our mission of a financially inclusive Pakistan and help millions of Pakistanis to make easy and convenient investments in a frictionless, digital process. It is always encouraging to work with like-minded partners who share the same goals and approach towards offering inclusive financial services for all Pakistanis. We believe the time is right for us to offer a unique service to millions of customers so that they can invest and save for their future. We remain committed to focus on developing and strengthening our digital ecosystem through collaboration and technology.”

Speaking on the initiative, Faysal Funds CEO, Khaldoon Bin Latif said, “Our strategic alliance with easypaisa is yet another step forward to make saving & investing more convenient, accessible and secure for the masses.” he added, “We both (easypaisa and Faysal Funds) aim to increase financial inclusion and freedom, and with this collaboration, we can achieve that vision by working together to provide value to everyone.”

easypaisa customers will be offered low to medium-risk bespoke products designed to keep their investment secure. This feature is accessible in the mini app section of the easypaisa app under the investment category.

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#### **About Faysal Funds / Faysal Asset Management Limited**

Faysal Funds (Faysal Asset Management Limited) is a subsidiary of Faysal Bank Limited (FBL). Faysal Funds was incorporated in Pakistan under the Companies Ordinance, 1984 on August 6, 2003, as an unlisted public limited company and is licensed by the Securities and Exchange Commission of Pakistan to carry out Investment Advisory, Asset Management, Private Fund Management & Pension Fund Management services.

Faysal Funds is an Investment Manager that deliver structured and customized professional investment solutions to its domestic and international clientele. Faysal Funds endeavors are directed towards facilitating our clients with investment options in multiple asset categories to diversify risk prudently while capitalizing on the ever-shifting financial and real-economy dynamics within Pakistan to generate that coveted investment alpha.

#### **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 |