

800K UNIVERSITY STUDENTS

Gain Access to Financial Services via **Mobile Wallet**

300K
Campaign enrollment in a very short time



Lowering the cost of card issuing

400K
Downloads on Apple Store and Google Play

Providing easy payment plans to increase purchasing power of the customers

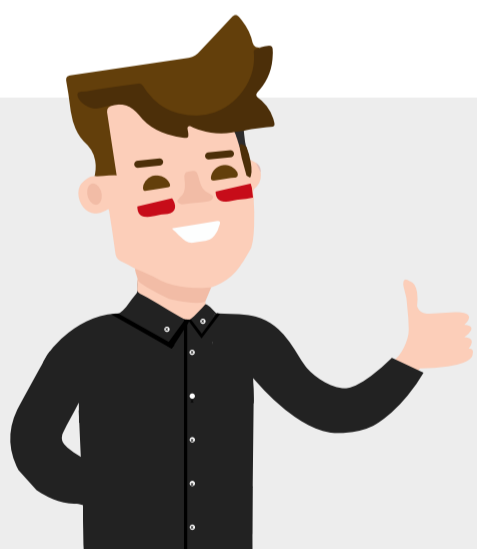
Accessing real-time customer data

BUSINESS CHALLENGES

- ▶ Lowering cost to serve and the cost of KYC
- ▶ Expanding the bank's reach to millennials
- ▶ Providing financial inclusion and digital payment on mobile devices
- ▶ Keeping up with the global trends and customer demands



RETAIL BANKING
30M+ RETAIL
800K CORPORATE/SME
CUSTOMERS



'Mobile wallet gave us an opportunity to **reach millennials and young professionals** where they are – **online and on mobile devices**. We deliver value through advanced **financial inclusion** features, such as financial budgeting, easy payment plans and campaigns that drive spending and loyalty.'

Gökay Darcan, Program Manager at Ziraat Bank

SOLUTION

Accounts	Easy Payment Plans, Payment Holidays	Discounts & Campaigns
Payments	Budget Planning & Tracking	P2P Transfers
VeriChannel – Mobile Wallet		