



## PRESS RELEASE

### **Easy and safe – QR code payments only on Laguna’s website**

**Belgrade, June 18, 2020** – Laguna publishing company and Banca Intesa, in collaboration with the National Bank of Serbia (NBS), made it possible for customers to shop online in a simple and fast manner, no payment cards being necessary, using the Instant Payment System – IPS.

It is a completely safe and the fastest method for paying online so far, and all you need to do is choose the “National Bank of Serbia Instant Payment – IPS Scan” option when selecting the payment method, and then use the app you have installed on your mobile phone to scan the provided single-use IPS QR code on the store’s website, and make the payment that way.

Banca Intesa, as the leader on the domestic market when it comes to e-commerce, with a market share exceeding 90% in sales on online points of sale in Serbia, is dedicated to continuing to improve its e-commerce services. Introducing the Instant Payment option at points of sale where Banca Intesa is the acceptor of payment, is of essential importance for further development of e-commerce services in the Republic of Serbia. In this manner, users of m-banking apps for individuals will have the option to shop online by paying for products and services with the money in their bank accounts without the need to use payment cards, and merchants will have the opportunity to enable cashless payment for an even larger number of customers, and in a cheaper manner.

Laguna’s website continues introducing innovations and setting trends in the online world, which makes it one of the best e-commerce websites in our country. It has been the first Serbian website on which the domestic payment card, DinaCard, was used to make a purchase, and now it is the first in our country to enable the online payment method of scanning QR codes.



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