

**PRESS RELEASE**

*Banca Intesa introduces first mobile wallet in domestic market*

**Mobile contactless payment now available in Serbia as well**

**Beograd, October 10, 2016** – Banca Intesa, in cooperation with VISA, has launched in the Serbian market revolutionary Wave2Pay contactless payment service via mobile phones based on advanced HCE (Host Card Emulation) technology. Wave2Pay, the first mobile wallet in domestic market, is available to all users of Banca Intesa Visa Inspire and Visa Electron payment cards who have smartphones with Android OS version 4.4 or later and NFC (Near Field Communication) technology.

“Following the latest global trends in payment innovation, but changing needs and habits of our clients amid accelerated technological development, Banca Intesa has become the first bank in VISA Inc. region to introduce HCE mobile payment service, once again confirming its position as a pioneer in the market when it comes to integrating the most advanced technological solutions into its operation. Wave2Pay, the first mobile wallet in Serbia, allows clients to pay easily and securely, without the need to have a traditional wallet or cards on them. That is why we are positive this unique service will soon find its way to our clients,” said Darko Popović, member of Banca Intesa Executive Board and Head of Retail Division.

Wave2Pay service allows contactless mobile payment of goods and services on all POS terminals that accept contactless payment with Visa cards in Serbia and abroad. The service also enables customers to see their account balance and all transactions made with the payment card.

“In fast changing digital age with more and more connected devices every day and customers connected to their smartphones, the banking industry has responded to the demand for mobile contactless payments utilizing innovative Visa technology. Visa in Serbia already records impressive growth in number of contactless transactions: around 250%, and purchase volume: over 200%<sup>1</sup> what makes us number 1 Visa payWave market in South-Eastern Europe. Now, we have mobile wallet which offers a faster way to make secure payments bringing cardholders frictionless, high-quality user experience via their main digital device. We are glad that Banca Intesa has chosen to take this step with Visa as their partner of choice and offer to its clients an incredibly simple and intuitive mean to start using their

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<sup>1</sup> Source: VisaNet data, as of Q2 FY2016, YoY

phone for contactless payments“, said Vladimir Djordjevic, Visa Regional Manager for SEE.

In order to be able to use the service, a customer needs to activate Wave2Pay mobile app that can be downloaded for free from Google Play Store.

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**Banca Intesa ad Beograd**, member of **INTESA  SANPAOLO**, is the leader in domestic market, reliable partner for 1.42 million clients, natural and legal entities. With net balance sheet amount of over 4.4 billion euros, total deposits of 2.8 billion euros and total placements of 2.3 billion euros, Banca Intesa Belgrade is leading the list of the biggest banks in Serbia. Owing to a developed business network of 170 branches across Serbia, the most developed network of ATMs and POS terminals and professional team of over 3,000 employees, the bank is achieving considerable growth in all business areas, developing its business activities in retail and small business operations, corporate banking and local self-government operations.

**About Visa Inc:**

Visa Inc. (NYSE: V) is a global payments technology company that connects consumers, businesses, financial institutions and governments in more than 200 countries and territories to fast, secure and reliable electronic payments. We operate one of the world's most advanced processing networks — VisaNet — that is capable of handling more than 65,000 transaction messages a second, with fraud protection for consumers and assured payment for merchants. Visa is not a bank and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: pay now with debit, pay ahead of time with prepaid or pay later with credit products<sup>2</sup>.

For more information visit: [www.corporate.visa.com](http://www.corporate.visa.com) , <http://www.rs.visa.com>  
<https://www.facebook.com/VisaSerbia>

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<sup>2</sup> Visa International Service Association (USA) offers banks the possibility of issuing Visa payment cards. The issuing banks may impose limitations on Visa cards. Please refer to the issuing banks for information regarding the terms of issuance and operation of Visa payment cards. The issuing banks may place limitations on products, services and their usage based on the applicable law. For more information, visit [www.corporate.visa.com](http://www.rs.visa.com/)  
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