

PRESS RELEASE

Banca Intesa, in association with Telekom Srbija and MasterCard, is introducing NFC contactless payment technology into the Serbian market

Mobile Phones in the Role of Payment Cards

Belgrade, May 10 - Banca Intesa, in association with Telekom Srbija and MasterCard, is introducing a unique contactless mobile phone payment service, based on NFC (Near Field Communication) technology.

NFC technology is used for the transfer of data necessary for payments (card number, expiration data, etc) from mobile phones to POS terminals and allows smartphone users to pay for goods and services simply and quickly, by waving their mobile device by the PayPass POS terminal. MasterCard credit card information is stored in the SIM card of the mobile phone, in line with strict security standards, which ensures the highest level of protection from potential fraud and information theft, along with dynamic updating of parameters through the mobile phone network, aimed at adequate control of use.

In late 2008, Banca Intesa issued the first contactless payment card in Serbia and the Balkans, wishing to enable clients to conduct simple and efficient financial transactions.

„After analysing the current trends and innovations, as well as the habits and needs of Banca Intesa card holders, we have decided to enable our clients to pay for their purchases by mobile phone at POS terminals, in addition to contactless payments by payment card. Given the penetration and number of these devices, as well as the significance of mobile phones in the everyday life, we intend to continue with our research and development in this field, in order to allow users in the local market to



use state-of-the-art products and services when it comes to payment cards. We expect other credit card companies to back NFC and contactless technology in the Serbian market too, as well as an increasing number of users of mobile phones adequate for this type of payments“, said Miloš Nedeljković, Head of the Payment Cards and Direct Channels Department at Banca Intesa.

The introduction of NFC technology into the Serbian market is the result of the monitoring of the latest global telecommunication trends, which is confirmed by the fact that leading operators which have joined the development of NFC SIM platform cover 60% of the global mobile phone user base.

„The first NFC transaction has been made in Serbia, and it is a good start. This technology, however, creates great opportunities in various industries which require constant improvement of user experience. mt:s and Banca Intesa have demonstrated that it was exactly what they had in mind when they launched this pilot project, but the broader application of this advanced concept requires the participation of all stakeholders, both companies and institutions, in order for users to be offered diverse services as soon as possible, i.e. a completely new experience of mobile payment“, said Natali Delić, Head of the Department of Residential Services Development at Telekom Srbija.

MasterCard is the first credit card company to recognise the benefits of NFC technology in Serbia.

„As a leader in payment innovations, MasterCard carefully monitors the needs of consumers and offers solutions which best match their lifestyles. Today, users want speed, convenience and security, so payment solutions which encompass all three things are the most wanted. Mobile phones are the best examples of such payment instruments, given that they are always at hand. With the incorporation of MasterCard PayPass™ contactless technology in mobile phones with NFC technology, all you need to do in order to pay for your purchases quickly is to wave your phone by a PayPass POS terminal. In addition, this method of payment is safe, as you are the only one who holds the phone during the transaction. We are proud of this joint project implemented with our long-time partner Banca Intesa and Telekom Srbija, and we hope that this modern payment solution will improve the daily



shopping experience for Serbian consumers“, Gabriel Ghita, Head of Business Development of MasterCard Europe, Central and Eastern Europe, stated.

Mobile phone contactless payments based on NFC technology are expected to become available to smartphone users in the last quarter of the year.

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