

You can now pay using Jiffy to park in Via Milano Parking car parks at Milano Bergamo Airport thanks to an agreement between SEA, UBI Banca and SIA

Società Esercizi Aeroportuali (SEA) has reached an agreement with SIA and UBI Banca which allows you to use their smart phones to pay for parking in the P2 and P3 car parks at Milan Bergamo Airport, thanks to a Jiffy service which links your cellphone number with your vehicle licence plate number. This is a first in Italy.

Milan, 12th July 2018 – Today you can now use your smartphone to pay for parking in the P2 and P3 car parks at the Milan Bergamo Airport, operated by ViaMilano Parking, thanks to the Jiffy service provided by **UBI Banca** and **SIA**.

When you use **Jiffy**, cameras scan the license plate of your vehicle when you enter the car park and then you use your **smartphone** to pay when you leave.

The operation is quick and easy: first you activate the Jiffy service and then register on the SEA website (<http://viamilanoparking.eu/en>) and enter your vehicle license number which will be linked to your cell phone number.

Jiffy, which was launched by **UBI Banca** and **SIA** in 2014 for the transfer of money in real time between individuals, is now a digital alternative to payments in cash and it complements other more conventional instruments such as credit cards.

The advantages for customers

By using Jiffy for car parks operated by ViaMilano Parking, customers can make a payment in a few simple steps with the amount debited directly on their current accounts or on their payment cards with IBAN. There is therefore no need to go to the cash desk to make the payment, which is easy and immediate when you use your smartphone. Even though the transaction is fast and simple, it still takes place in a secure banking environment protected by access credentials. This initiative confirms **ViaMilano Parking's** (a member of the SEA Group) commitment to providing its customers with simple solutions for the use of its services at airports.

Use of smartphones to make transactions is on the increase

The use of smartphones to make payments at airport car parks operated by **ViaMilano Parking** at Milan Bergamo Airport, the first to provide this payment option in Italy, forms part of a general trend towards cashless payments.

Volumes of credit and debit card transactions grew nationally over the two-year period 2016-2017 by approximately 50% (they stood €46 billion in 2017) and digital transactions via smartphone were up 60% to reach a total of €6.7 billion at the end of 2017.

*"This innovative user experience developed with ViaMilano Parking" said **Natascia Noveri, Marketing Manager** at **UBI Banca**, "demonstrates the constant efforts made by our Bank to simplify customer payment experiences on all those occasions where a quick and convenient alternative to cash is preferable".*

*"Thanks to its partnership with UBI Banca and SIA, ViaMilano Parking has again confirmed its 'digital mission' towards its Milan airport customers by offering the best and most innovative payment services. Jiffy efficiently, easily and rapidly satisfies the requirements of highly demanding customers such as those at airports where time is always a valuable commodity. With Jiffy you no longer need to queue up to pay for your parking: you just go in and come out with your smart phone", said **Giuseppe Zaffaroni, ViaMilano Parking Manager** at **SEA**.*

*"The agreement with ViaMilano Parking and UBI Banca has allowed us to reach another important milestone as the Jiffy service has now evolved to include payments for parking at airports. It is a new development that exploits all the potential and the innovation inherent in mobile phones in terms of ease-of-use, convenience and speed, where the charge is paid in total security directly from your current account", commented **Marco Polissi, Jiffy Manager** at **SIA**.*

SEA – Milan Airports is the company that operates the Milan Malpensa and Milan Linate airports

ViaMilano Parking

ViaMilano

ViaMilano is a SEA brand name that SEA uses for the provision of important ancillary and transport services. The brand name ViaMilano Parking therefore identifies the official car parks at Milan Malpensa, Milan Linate and Orio al Serio where the airport operator Sacbo engaged ViaMilano Parking to operate and manage its car parks. The ViaMilano Parking operations provide parking facilities at three airports, with four different terminals and the provision of over 25,000 parking places. The provision is designed to satisfy the demands of all passengers, business persons for whom time is money, families who choose parking with direct access to the terminal because they are loaded with luggage and young people who travel low cost and are attentive to the most attractive prices. Every passenger, in all cases, can count on the high quality of official parking facilities which means: car parks are always open, 24 hour round-the-clock assistance from trained staff, closeness to terminals, transparent tariffs with no seasonal increases and no obligation to leave car keys or pay a higher price to be able to take them with you.

Web site: <http://viamilanoparking.eu/en>

UBI Banca

UBI Banca is the third largest commercial banking group in Italy by market cap, with a market share of approx. 7%, 1,817 branches in Italy mainly concentrated in the wealthiest areas of the country, and over 21,200 staff. In 2013 UBI Banca was awarded a prize for innovation in banking services in the "Charitable bank" category by the Italian Banking Association and the National Prize for Innovation awarded by the President of the Republic. In 2015 UBI Banca received the **Italian Banking Association prize for innovation in banking services** in the category "Innovate for the family and young people". In 2016 UBI Banca's Easy City received a prize at the **2016 MF Innovation Awards**. The banking Group received recognition in the non-financial, digital and other services category thanks to this service which reinvents how we shop with a smartphone.

SIA

SIA is European leader in the design, creation and management of technology infrastructures and services for Financial Institutions, Central Banks, Corporates and the Public Sector, in the areas of payments, cards, network services and capital markets. SIA Group provides its services in 48 countries, and also operates through its subsidiaries in Austria, Germany, Romania, Hungary and South Africa. The company also has branches in Belgium and the Netherlands, and representation offices in the UK and Poland.

In 2017, SIA managed 13.1 billion clearing transactions, 6.1 billion card transactions, 3.3 billion payments, 56.2 billion financial transactions and carried 784 terabytes of data on the network.



The Group is made up of eight companies: the parent SIA, the Italian companies Emmecom (innovative network applications), P4cards (card processing), SIAPay (advanced collection and payment services), and Ubiq (innovative technology solutions for marketing), Perago in South Africa, PforCards in Austria and SIA Central Europe in Hungary.

The Group, which currently has over 2,000 employees, closed 2017 with revenues of €567.2 million.

For further information, please contact: www.sia.eu - jiffy.sia.eu

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