



Now you can pay for your shopping with Jiffy.

Iper, La grande i, a major Italian hypermarket chain, is leading the field among Italian mass retailers thanks to an agreement between UBI Banca and SIA

Doing the shopping at the Iper hypermarkets at Seriate, Orio al Serio, Rozzano and Vittuone is becoming faster and more evolved. You can pay directly using your current account thanks to a smartphone that scans a QR code. The new service will be gradually rolled out in another 23 Iper's sales outlets across seven regions of Italy by the end of the first half of 2018

Milan, 26 March 2018 – From today onwards people can **pay for their shopping using an app and a QR code** in Italy too thanks to **UBI Banca** and **SIA** who are bringing Jiffy to their “Iper, La grande i” (Finiper Group) sales outlets bringing further innovation to cashless payment methods.

The hypermarkets at **Seriate, Orio al Serio, Rozzano and Vittuone** are the **precursors of this innovation** in the Italian mass retailing industry. They will be followed shortly by **another 23 Iper La Grande i sales outlets** dedicated to providing cutting-edge services to improve their customers' purchasing experience when it is rolled out to the remaining hypermarkets in seven different regions. The co-operation between UBI Banca and SIA, who were the first in Italy back in 2014 to launch Jiffy to send and receive money via smartphone between individuals (P2P), was therefore a further step in the process of digitising cash in Italy.

The initiative aims to support the development of **more innovative digital payment systems**, which exceeded turnover of €46 billion in 2017¹ with 60% growth in payments over 2016 for total transactions of €6.7 billion. The agreement with Iper, La grande i – the first mass retailer to offer this service in Italy – is just one of a number of retailer initiatives designed to enhance the customer experience with new payment possibilities.

The payment is made via **smartphone** thanks to **Jiffy**, a service developed by SIA which associates a cell phone number to an IBAN and therefore enables **money to be transferred in real time** between individuals and also payments to be made to merchants. It is **very quick and easy to use**. Once you have made your purchases, you open the app and scan the QR code generated by the cashdesk with your smartphone. Then you just touch the screen to complete the payment. The service is also available at self-service points of sale.

The **benefits of the service** are therefore quite clear. Customers can make a payment in a few simple steps with the amount debited directly on their current accounts or on their cards with IBAN. The transaction is made in a secure banking environment protected either by access credentials or the most evolved biometric systems, while the merchant, on the other hand, is equipped with an innovative system for the management and receipt of payments.

¹ Source: Mobile Payment & Commerce Observatory of the Polytechnic of Milan, 7th March 2018.

“More innovative digital payment systems” are defined as eCommerce, ePayment, Mobile Payment & Commerce, Contactless Payment and Mobile POS terminals.



*“Today we have taken another important step forward in the digitisation of cash in Italy”, said **Natascia Noveri, Head of Marketing at UBI Banca.** “After being the first to introduce money transfers via smartphone thanks to our partnership with SIA, now we are also taking the peer-to-peer Jiffy system into the mass retailing sector as a result of the innovative vision we share with Iper. By simply scanning a QR code with a smartphone, a customer can pay their shopping bill quickly and extremely securely. No banking data is shared with the merchant. We feel certain that by enabling consumers to use their smartphones to make payments more often and more easily in the places they frequent everyday, we are helping to further increase a culture of cashless payment in Italy. This is the first important step on a path of continuous innovation in P2B which will soon lead to other interesting developments”.*

*“Thanks to this agreement, Iper, La grande i is making an innovative payment system available to its customers, regardless of whether they are Carta Vantaggi cardholders, and this adds another important feature to the digitisation of the purchase experience”, stated the **IT Services Department of Iper Montebello.** “This initiative represents a further step forward in software and hardware development which our company encourages in order to provide our customers with cutting edge services”.*

*“Our partnership with UBI and Iper marks a further key milestone in the digital evolution of Jiffy from P2P mode to P2B mode”, said **Marco Polissi, Head of Jiffy at SIA.** “Our embrace of the mass retail channel demonstrates once again just how flexible and innovative this service is. Its use of a smartphone offers a whole range of opportunities for its use: instant money transfers between individuals, purchases in shops and finally payments in supermarkets”.*



Iper, La grande i

Iper, La grande i is a major reality on the domestic mass retailing scene, one of the few which is 100% Italian owned. With 27 outlets in seven regions, it forms part of the Finiper Group, established in 1974 by the businessman, Marco Brunelli. The Finiper Group's mission is to make quality accessible to all. A broad range, high quality, sustainability, attractive prices and an Italian touch are the key factors that guide Iper, La grande i's selections.

Website: www.iper.it

Facebook: <https://www.facebook.com/ipermercati.iper>

UBI Banca

UBI Banca is the third largest commercial banking group in Italy by market cap, with a market share of around 7%, 1,838 branches in Italy, located mainly in the wealthiest regions of the country and over 21,400 employees. 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.

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 more information: www.sia.eu - jiffy.sia.eu

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