

## **MB WAY promotes easy and convenient purchases with a new campaign featuring the well-known singer David Carreira**

Lisbon, October 24, 2019 - “MB WAY, já comprei” (“With MB WAY, shopping is easy”) is the motto of the new 360 Campaign that SIBS unveils today, positioning MB WAY as the easier solution for in-store purchases. MB WAY is increasingly the favorite purchase solution of Portuguese: it is easy, secure and available everywhere. Well-known singer David Carreira will be the face of the campaign, embodying the role of someone not carrying a wallet, but making its purchase with MB WAY in a small grocery only using his mobile phone, to demonstrate that this solution is already available even in the most remote places.

The campaign, which will be broadcast on television, radio, print and online media, clearly demonstrates how comfortable it is to make purchases with this SIBS’ service. MB WAY is a favorite mobile shopping solution available everywhere, useful for everyone and reinforces its role as Portuguese’s favorite digital service. “With MB WAY, shopping is easy”.

David Carreira embodies a successful, dynamic, modern, mobile-living young adult who is looking for convenience and the most practical solutions. This is an example of an active person looking for simple, practical and easy-to-use solutions such as MB WAY, always present on his mobile phone, simplifying purchases and payments.

MB WAY is increasingly the Portuguese's favorite mobile service, with a consolidated growth in both segments: users and trade acceptance. It is available in its own app and in seven bank apps; it has over 1.9 million users and generates more than 5 million operations per month, an increase of over 10% per month.

This multi-channel service already offers 8 functionalities, such as online and in-store purchases, MB NET virtual card generation, instant transfers, cash



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withdrawal and access to ATM from MULTIBANCO's Network without a bankcard.

With MB WAY, Portuguese no longer need a wallet and they are increasingly at the forefront of digital payments. They can pay all their purchases with a smartphone, in any model or operating system, free of charge and with the convenience and security of MULTIBANCO's Network, at about 120 thousand merchants and in over 220 thousand QR Code and NFC technology payment terminals.

In order to encourage purchases and streamline digitization with merchants, SIBS also launched a campaign to promote MB WAY purchases in physical stores. With this initiative, which runs until March 2020, SIBS directly encourages merchants to promote MB WAY to their customers as the simplest, most convenient and practical way to shop.

#### **About SIBS**

Founded in 1983, SIBS provides financial, modern, reliable and secure services, particularly in the payments' area, to more than 300 million users from different geographies, processing more than 3 billion transactions annually. Alongside being a major payment processor in Europe, SIBS is a benchmark in Security and Anti-Fraud solutions and services in Business Process Outsourcing and the Iberian leader in Card Production and Personalization.

SIBS was born and grew up as a fintech, innovating and taking technology as its driver in this path. SIBS reinvented the existing payment methods and created MB WAY, Portugal's most modern and complete payment service with the highest number of users, which allows them to make purchases, instant transfers and withdrawals using the mobile phone only. It's also the company responsible for the management of the ATM Express and MULTIBANCO Networks, the largest Portuguese ATM network, to which SIBS has added dozens of features, many of them pioneer worldwide. In parallel, SIBS manages multiple digital payment channels, from Automatic Payment Terminals, to online channels or mobile phones.

It is also an important international player, present in several markets, namely in Europe and Africa, where SIBS solutions operate in more than 330 thousand terminals that process around 2 billion transactions, especially in Poland, where SIBS owns Paytel, one of the most dynamic payment terminal operators in that market.

Committed in its daily work, SIBS is constantly pursuing its mission of being the reference partner of public and private entities, creating value for Society through the development and management of payment solutions, processes and related services based on technology that combine safety, convenience and innovation, respecting the good behavioral principles and the sustainability conditions.

You can find more information about SIBS at [www.sibs.com](http://www.sibs.com)