

SIBS | Web Summit:

FIRST EDITION OF WEB SUMMIT AS CASHLESS EVENT UNVEILS PARTNERSHIP SUCCESS

Lisbon, 13 November 2019 - The partnership between SIBS and Web Summit was a real success in the first edition of the cashless event - 55,1 thousand purchases were made at the venue, with an average daily consumption of 13,8 euros. Compared to the same period, there were more 8% transactions in Lisbon District and more 31% of operations made with cards issued abroad. This edition's success challenges SIBS and Web Summit for the cashless events of the next two years.

From all the purchases made at the venue, 22,4% were from Portuguese and 77,6% with cards issued abroad. From these, the English were the ones with more purchases (17,1%), followed by the German (8,7%), the Dutch (6,1%), French (4,8%) and North American (4,6%). The highest peak transaction time was registered on November 6th, at 13:25.

The SIBS Analytics data allow to conclude that 33,5% of the foreigners arrive to Portugal the weekend before the event, while 66,5% remained in the country only during the days of the event.

“We are really proud of the success achieved this year at Web Summit, after several work months that allowed to develop a cashless event and offer a more digital experience to all visitor. That's our mission: turn cashless payments a reality, positioning Portugal has an innovative country that bet on its economy digitalization”, says **Madalena Cascais Tomé**, **SIBS' CEO**.

Analyzing the event's impact in Lisbon District, SIBS Analytics' data registered more 8% of operations compared with the same period. Purchases at the District were essentially in Food & Beverage (41,4%), Supermarkets (13%), Transportation (7,6%) and Accommodations (7%).

Purchases made with cards issued abroad also grew 31% in comparison with the same period.

Check out these and other data in the infographic dedicated to the event, available at www.sibsanalytics.com.

The cashless event was comprised of a payments network, created by SIBS, within the merchants at the Web Summit between November 4 and 7. SIBS established secured payment solutions, with systems that accepted all digital payments methods, including cards and wallets, allowing event's visitors to leave behind banknotes and coins.

In the next editions of this international summit, we will have more news in the digital payments to turn the purchase experience even more easy and convenient to all Web Summit visitors.

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