

Easypay& Daraz.pk to bring affordable smartphones for everyone at Mobile Week 2016

ISLAMABAD – June 17, 2016: Easypaisa, Pakistan’s leading branchless banking platform, and Daraz.pk, Pakistan’s leading online platform, are partnering to celebrate Mobile Week 2016 and bring best deals on mobile phone for their customers.

Starting at midnight from 20th June for a week, Mobile Week will offer deep discounts for the masses. It will also feature exclusive phone launches and daily flash sales on top mobile phone brands at Daraz.pk website and mobile app.

For best possible discounts, customers should choose Easypay as their payment option. Easypay is offering bonus discounts in addition to the normal Daraz discounts. Easypay offers multiple payment options making it easy for anyone and everyone to pay either via their Easypaisa Account, VISA or MasterCard credit/debit card, or at the 75,000 Easypaisa agents across the country.

‘Access to affordable smartphones will help the masses in accessing Easypaisa’s digital products and services through the Easypaisa App, giving them a more enhanced and convenient experience’, said Muhammad Yahya Khan, Head of Easypaisa, adding ‘With the Mobile week campaign, the country will see a further hike in smartphone penetration, thus taking us one step closer to our dream of digitally, and subsequently, financially empowered Pakistan’.

Commenting on the campaign, Jonathan Doerr, Co-CEO Daraz said, “Mobile Week is an incredible opportunity to partner the A-list brands to give our customers value for their money. As a pioneer of the e-retail sector in Pakistan, Daraz.pk has created a niche for itself by continually setting up the pace as evidenced in our previous events. In Mobile Week, there is a mobile sab kay liye.”

Financial inclusion is a core guiding vision for Easypaisa, and bringing the Mobile Week sale to more people, especially those who are new to online shopping, is expected to not only promote financial inclusion but also give many people their first taste of e-commerce.

For customers to be a step ahead in availing the best deals during the Daraz Mobile Week, they should download the Daraz App or visit www.daraz.pk/mobile-week, monitor updates on the Easypaisa Facebook page, activate an Easypaisa Account <https://www.easypaisa.com.pk/> and watch out for their favorite brands set to go on sale.

~ENDS~

About Tameer Microfinance Bank Limited

Tameer Microfinance Bank Limited (TMFB) is the first scheduled and largest Microfinance Bank in Pakistan and a part of Telenor group. Incorporated in 2005, it provides micro-finance and related financial services to the less privileged and unbanked segment of the society with an aim to contribute towards poverty eradication under the Microfinance Institution ordinance, 2001. In 2009, Easypaisa was launched jointly by Tameer Micro Finance Bank and Telenor Pakistan. Tameer Bank currently has 176 customer touch points and 75,000+ agents nationwide offering a range of financial services including Deposits, Loans, Mobile Accounts, Health Insurance, Remittances, Cash management services, Bank on Wheels. . Based on the results for the

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year ended 31 December 2015, the credit rating company JCR-VIS has reaffirmed the long-term entity rating of Tameer to "A+" (Single A Plus) [Previous: "A"] while maintaining the short-term rating at "A1" (A One). Outlook on the assigned rating is 'Stable' as of April 28th, 2016. For more information, please visit: www.tameerbank.com

About Easypaisa

Pakistan's first and largest branchless banking solution, Easypaisa, was launched jointly by Tameer Micro Finance Bank and Telenor Pakistan in 2009. Easypaisa has the largest financial footprint in Pakistan with over 75,000 Easypaisa shops in more than 800 cities across the country. Nearly 650,000 transactions are conducted on Easypaisa every day by 20 million active customers. In 2015, Easypaisa moved nearly 3% of Pakistan's GDP. Easypaisa has the largest product portfolio of services for its customers including remittances, payments, savings and insurance and offers ATM cards and IBFT services that work with all banks connected through 1-Link in Pakistan. In February 2014, out of more than 250 Mobile Money services around the world, Easypaisa was awarded two GSMA Awards, including the "Best Mobile Money Service in the World" at the Mobile World Congress, Barcelona, Spain. For more information, visit: www.easypaisa.com.pk

About Telenor Pakistan

Telenor Pakistan is a provider of high quality telecommunication services in Pakistan since 2005. It has over 37 million subscribers, over 3,000 employees and a nationwide network. For more information, please visit: www.telenor.com.pk

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