

## **Credit Libanais Bank launches “Wink Pay”, the first service that will be included on Wink Neo platform; The first digital bank in Lebanon**

Credit Libanais introduces **Wink Pay**, a newly-launched digital payments brand in Lebanon and the country's first instant card issuance proposition for virtual cards. This revolutionary service provides 6 million Lebanese citizens with the capability to securely and transparently manage their payments for local and international purchases **with no need for a bank account**.

The name **Wink** has been inspired by the notion of quickness and speediness. A wink happens in a split second, and **Wink** services are available in the blink of an eye.

**Wink Pay** orchestrates a unique user experience through its mobile application by providing the citizens with the best solution to have access to financial services to issue a virtual preloaded card **as quick as a wink** while enjoying a seamless, paperless and secure payment experience.

It features also **the country's first fully digital onboarding with eKYC verification to address customers' needs for trusted digital experience**. It also includes value-added features like card and payment management tools that allow users to locate nearby card-loading agents and to personalize their card by selecting its color directly from the mobile app.

The Wink Pay mobile application includes also innovative features that stand out prominently like **Wink Transfer** service which allows users to effortlessly transfer funds from their card to any other international card, bank account in Lebanon and abroad or to any digital wallet, whether local and international.

The flexibility of **Wink Transfer** not only simplifies peer-to-peer transactions but also broadens the scope of financial interactions.

Sharing the vision behind **Wink Pay**, the **Deputy General Manager and Head of E-Payment Solutions & Cards Technology at Credit Libanais, Mrs. Randa Bdeir, declared**, “In the wake of Lebanon's economic challenges characterized by a substantial rise in the number of unbanked individuals and an increase in reliance of the economy on transfers and remittances, Credit Libanais acknowledges the necessity of adapting to this shifting financial landscape and answering the need of the Lebanese citizens by giving them the chance to instantly acquire a preloaded virtual card to execute their purchases and transfers locally and abroad with no restrictions.

Through this initiative, Credit Libanais endeavors to contribute to greater financial inclusion.”

**Bdeir Added:** “**Wink Pay** symbolizes a commitment to innovation and resilience that was inspired by the success **story of Revolut**, offering a modern, convenient and cost-effective alternative to traditional banking.

Through **Wink Pay**, we were able to simplify and digitize customer onboarding, as well as facilitate online payments and transfers abroad (*Out Bound*) and receive transfers from abroad. (*In Bound*) especially that now more than ever, customers are looking for dependable and convenient ways to effectively manage their payments and transfers without having a bank account.”

## **About Wink Pay**

**WINK PAY** is a newly launched digital payment wallet that introduced for the first time in Lebanon **four new concepts** embedded in a mobile application as follows:

**Digital Onboarding** with eKYC verification.

**Instant Issuance** of a Visa Virtual card that can be loaded digitally

**Tokenization Technology** that will enable users to pay through **NFC** service from the digital wallet on point-of-sale devices (*POS machines*).

**Money Transfer and Remittance Services** that allows **Wink Pay** users to transfer money to any card, bank account or any digital wallet, whether local or international .