

“Wink Pay” goes live....!

The opening pillar of Wink Neo; Lebanon’s first Neo Bank

Credit Libanais introduces **Wink Pay**, a cutting-edge mobile wallet that marks the first pillar of its Wink Neo in collaboration with Codebase Technologies and Visa; *the world leader in digital payments*; Through **Wink Pay**, Credit Libanais introduced the country's first fully-digital onboarding and instant card issuance proposition to the market. 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**.

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 e-KYC 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 such as **Wink Transfer and remittance service** which allows users to effortlessly transfer money to any card, IBAN or digital wallet in Lebanon and abroad .

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, **Mrs Randa Bdeir, Deputy General Manager and Head of Electronic Payment Solutions and Card Technology at Credit Libanais** , said “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 especially that now more than ever, customers are looking for dependable and convenient ways to effectively manage their payments without having a bank account.”

“At Visa, we are excited to partner with Codebase Technologies and Credit Libanais to launch innovative and disruptive products, and we are proud of this collaborative effort to bring Wink Pay to the market,” said **Mario Makary, Vice President - Levant at Visa**. He added, “Instant issuance virtual cards will revolutionize the way consumers pay by providing an efficient, secure, and convenient payment solution. With these virtual cards, customers can instantly create and access digital payments, significantly improving the customer experience. And by leveraging Visa’s secure global payments infrastructure and advanced fraud prevention capabilities, customers can enjoy the peace of mind that their payments are safe and secure.”

Tamer Al Mauge, Codebase Technologies' Managing Director for MENA, stated, “The Wink Pay app can be summed up in three words: **easy, quick, and impactful**. From the branding to the interactive elements, everything has been designed with the younger generation in mind and without any unnecessary distractions. The onboarding, account opening, e-KYC

verification, and card issuance process are quick, involving only three steps; furthermore, no deposit is required to start using the services.”