

Press release

**ICBPI and CartaSi rebrand as Nexi**

*To build the future of digital payments in Italy, in partnership with banks*

*Next Generations Payments for Individuals, Businesses and Public Administration.*

*Next to the Banks and to Clients*

*“Every day, every pay” the new paradigm.*

*A range of digital and innovative products and services*

**Milan, 10 November 2017** – ICBPI and CartaSi announce that they will rebrand as Nexi, a new Italian group that aims to build, with its partner banks, the future of digital payments in Italy.

Future and proximity are the concepts that inspired Nexi: next for future and innovation, with the launch of products, services and solutions for digital payments, which will become increasingly familiar to all Italians; next as proximity to Banks and millions of citizens and merchants that make and accept digital payments on a daily basis.

Nexi plans to be the leader in the evolution of payments in Italy, simplifying them, improving the experience of, and facilitating the buying process for, customers. Nexi believes that the introduction of innovative payment instruments is an extraordinary opportunity to modernize the country.

In order to contribute to the evolution of payments, Nexi has already begun investing one billion euro in capabilities and technology to strengthen its IT, digital, product development and big data segments by providing to banks and the marketplace with an offer of innovative solutions and products that guarantee a level of service and excellent user experience.

*"We are convinced that the digitization of payments can simplify the lives of citizens, encourage business development, improve the efficiency of Public Administration, and thus support the growth of the country system", says Paolo Bertoluzzo, CEO of Nexi Group. "We want to be the Pay – Tech of banks, their partner specialized in digital payments, able to respond quickly and reliably to their demand for dedicated solutions, so that payments are a real opportunity of growth for their business and relationship development with their customers".*

Nexi aims to achieve this goal by strengthening their position in the market, backed by the history and experience of ICBPI, CartaSi and Bassilichi, which will enable Nexi to manage 27 million payment cards and 2.7 billion transactions every year, and to count on 733,000 POS in Italy, 120 billion euros of transactions, 15,000 ATMs across the country and 400,000 businesses using the Interbank Corporate Banking services.

In addition to being able to leverage these strengths, the new Nexi brand is born alongside an innovative **range of products and services** that, as regards **issuing, merchant services and payment services**, will consolidate market positioning to support the business of the partner banks.

### **External Communication & Media Relations - Nexi**

Daniele de Sanctis  
daniele.desanctis@nexi.it  
346.015.1000  
02.3488.4491

Matteo Abbondanza  
348.4068.858  
02.3488.2202  
matteo.abbondanza@nexi.it