

Widiba Bank and Nexi join forces for the development of business customers

Mobile POS terminals with zero fees and no commissions on payments up to €10: Widiba Bank will be offering its customers these Nexi services - and more

Milan, 4 November 2020 - **Widiba Bank** has chosen **Nexi** solutions to support its financial advisors' clients: the agreement between the MPS Group's online bank and Italy's leading PayTech firm allows merchants to take advantage of services and solutions ideally suited for accepting payments digitally, in and out of stores, under special conditions, thus generating new collection opportunities.

Specifically, merchants who are customers of Widiba Bank will be able to activate one of the solutions that Nexi has launched in recent months to help Italian merchants:

- **Nexi Welcome**, which makes Mobile POS terminals available without fees and allows all types of payment to be accepted with a single percentage commission on European cards;
- **Nexi Start**, which provides a Nexi POS terminal for a fixed fee, with zero commissions on all transactions up to €1,000 during the month using Visa, MasterCard and PagoBancomat® cards.

The services Nexi is making available to Widiba meet the needs of **all merchants**: from those who accept digital payments sporadically and do not yet have a POS terminal because they do not wish to pay recurring fees (Nexi Welcome) to those who are approaching the world of digital payments for the first time and are looking for a clear, simple solution (Nexi Start). In addition, the service refunds merchants commissions on "**micropayments**", i.e. collection transactions up to €10 via Visa, MasterCard and PagoBancomat cards.

*"In the first six months of 2020, digital payments in Italy declined by 6.3%, a much smaller decrease than the overall drop in consumption, which in the first two quarters was -10.4% and -29.7%, respectively," commented **Giulio Vasconi, Head of Marketing Merchant Services and Solutions at Nexi**. "This figure shows that more and more consumers are using digital payments for their daily spending: this is why it is important for merchants to make sure they are ready for the new purchasing habits that are taking shape, so as to ensure collection opportunities even during an economically delicate historical period like the present. This is precisely the idea behind our solutions – which we are pleased to see have also been chosen by Widiba."*

*"Through our POS service, created in partnership with Nexi, Widiba Bank is continuing down its path of innovation and growth – strengths that have always set it apart," said **Roberta Zurlo, Chief Commercial Officer Banking & Credit**. "They are complemented, during this particular time in history, by our close understanding of the needs of self-employed Italians."*

Merchants will be able to manage their collections quickly, securely and effectively, achieving various successful results even at such a delicate time as the present: reducing the use of cash and the related risks; building customer loyalty; breaking down the barriers between in-store and remote purchases, thanks to evolutionary services that make it possible to make remote purchases from physical POS terminals as well; and encouraging small businesses, low-value transactions and home delivery by also supporting merchants with door-to-door and take-away business. We have made all this a reality by relying on a market leader such as Nexi – a strategic partner that, like Widiba, makes innovation and an intimate grasp of the needs of the Italian economy the drivers of its growth.”

Nexi, listed on the MTA market of Borsa Italiana, is Italy’s leading PayTech company, operating in consolidated partnerships with around 150 banking institutions. Through its technology it connects banks, merchants and citizens, enabling digital payments. Nexi’s mission is to make every payment digital and facilitate Italy’s development. Nexi operates in three market segments: Merchant Services & Solutions, Cards & Digital Payments and Digital Banking Solutions.

Merchant Services & Solutions: Nexi, together with its partner banks, serves approximately 900,000 merchants; Cards & Digital Payments: Nexi and its partner banks manage 41.6 million payment cards; Digital Banking Solutions: Nexi manages 13,100 ATMs, approximately 469 thousand e-banking stations and 947 million transactions in clearing services in 2019. It has also developed the open banking system in collaboration with CBI, to which the main Italian banks have already adhered.

Widiba Bank - innovation and relationships

It leads the market in terms of innovation and its unique business model.

Widiba Bank offers a customisable online platform and a network of over 500 financial advisors throughout the country. It has a complete range of products and services for the daily management of savings and investments. All with a paperless customer experience and a customer satisfaction rating of 4.85/5. Widiba stands out on the market for a relationship model based on the expertise of its financial advisor network. Its significant growth in all segments of its business, constant innovation and relationships make Widiba Bank a solid company that is capable of listening to and interpreting people’s needs and that has established itself on the market as the bank for today’s world.

Press contacts

Nexi - External Communication & Media Relations

Daniele de Sanctis

daniele.desanctis@nexi.it

Mobile: +39 346/015.1000

Direct: +39 02/3488.4491

Matteo Abbondanza

matteo.abbondanza@nexi.it

Mobile: +39.348/406.8858

Direct: +39 02/3488.2202

Widiba Bank

Graziana Pesce

graziana.pesce@widiba.it

Mobile: +39 339/8762645

Laura De Pinto

l.depinto@true-rp.it

Mobile: +39 347/5511335