



PRESS RELEASE
**BGL BNP Paribas launches its
mobile payment solution:
BGL BNP Paribas Digicash**

BGL BNP Paribas launches the BGL BNP Paribas Digicash app - a mobile payment solution developed by Digicash Payments and downloadable free of charge from the App Store and Google Play.

Clients can now make their payments easily and in complete security from their smartphones, whether online, in partner stores or at home for paying their bills. Payments will be debited directly from their bank account.

As well as having a new design that optimises the user experience, the app is linked to the bank's loyalty rewards programme *Premium Benefits*, which is dedicated to clients holding the premium MasterCard Gold, Gold Priority, Platinum and Elite credit cards. When cardholders use the BGL BNP Paribas Digicash app to pay their bills or make purchases at partner stores, they increase their Premium Benefits kitty.

The launch of the BGL BNP Paribas Digicash app is fully consistent with the bank's strategy of digitisation and innovation. "Indeed, we are particularly committed to this path and have built a comprehensive digital offering destined for our clients, by covering all existing channels and by making them accessible from any type of handset (iOS, Android...). After multi-channelling and then cross-channelling, omni-channelling now consists of enabling all our clients to interact with the bank via the channel that suits them best, and with the fewest restrictions possible" indicates Kik Schneider, member of the BGL BNP Paribas Management Board and Head of Retail and Corporate Banking in Luxembourg.

This launch represents a step forward for the bank in the extension of its range of commercial and mobile product offerings, to meet the needs of all of its clients.

About BGL BNP Paribas

BGL BNP Paribas (www.bgl.lu) is one of the largest banks in the Grand Duchy of Luxembourg. It offers an especially wide range of financial products to individuals, professionals, private banking clients and businesses. BGL BNP Paribas is Luxembourg's number-one provider of banking services to professionals and small- and medium-size companies, and number two in services for individuals. It is also the leader for bancassurance.



About BNP Paribas

BNP Paribas has a presence in 75 countries with more than 185,000 employees, including 145,000 in Europe. It ranks highly in its two core activities: Retail Banking & Services (comprised of Domestic Markets and International Financial Services) and Corporate & Institutional Banking. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the leader in consumer lending. BNP Paribas is rolling out its integrated retail banking model across Mediterranean basin countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Institutional Banking and International Financial Services activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas and solid and fast-growing businesses in Asia-Pacific.

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