

PRESS RELEASE: 1LINK CELEBRATES 20 YEARS OF INNOVATION IN PAKISTAN'S PAYMENTS ECOSYSTEM



Karachi, Pakistan, September 20, 2024 – 1LINK, Pakistan's largest and most trusted payment system operator, is celebrating its 20th anniversary, marking two decades of pioneering efforts in revolutionizing the country's payments ecosystem.

Founded in 2004 with a vision to build a robust digital payments infrastructure from the ground up, 1LINK has grown exponentially. From our first transaction in 2004, today 1LINK processes approximately 5 billion transactions annually, connecting millions of users through its extensive network. The company has been instrumental in enabling seamless, secure, and convenient payment solutions, significantly contributing to financial inclusion across Pakistan.

Najeeb Agrawalla, CEO of 1LINK, shared his thoughts on this milestone: "In 2004, we set out to transform the payment landscape of Pakistan, and today, as we reflect on 20 years of growth, we remain humbly committed to further innovation. 1LINK has been the backbone of Pakistan's payment infrastructure, contributing to a silent digital revolution. We are incredibly proud of the work we have done and look forward to the exciting future ahead."

Today, 1LINK is partnering with more than 2,500 entities, including State Bank of Pakistan (SBP), member banks, financial institutions, international payment networks, government agencies, billers and connecting millions of customers through its services such as ATM switching, the 1BILL platform, Interbank Funds Transfer (IBFT), and PayPak – Pakistan's first and only domestic payment scheme, Sohni Dharti Remittance Program (SDRP).

We would like to express our gratitude to our 11 owner banks, 1LINK Board of Directors and the Regulator who have kept their faith in us and helped us grow. We also thank our members, suppliers, partners, employees and most importantly our customers who have trusted us with their financial transactions.