

## FINCA and 1LINK unveil Pakistan's first PayPak EMV Card, personalized by 1LINK



**Karachi- 4<sup>th</sup> JUNE 2018:** The unveiling ceremony of the first PayPak EMV Card, personalized by 1LINK Personalization Bureau was held at 1LINK's head office. FINCA Microfinance Bank Ltd (FINCA) is the first banking entity to issue PayPak EMV cards in Pakistan. To support and enable member banks to comply with SBP mandate to issue EMV cards

w.e.f. July 01, 2018, 1LINK has established a Personalization Bureau recently.

1LINK is on the pathway to expand its services by launching innovative payment solutions and 1LINK Perso Bureau is one such initiative. It is the first end-to-end automated solution providing personalized production and fulfillment of PayPak cards. This launch will catalyze the adoption and usage of plastic card among un-served and underserved consumers, merchants and banks in Pakistan. 1LINK Perso Bureau provides following services:

- ① **Shop Floor** - Shop Floor model is intended to provide services to issuing members who have in-house card personalization/printing machine but need assistance to create Chip card (EMV) data and profile.
- ① **Personalization Only** - Issuing members will be required to provide their Chip (EMV) Plastic and Card Management System (CMS) input file on 1LINK provided format which will be used to create profile for card personalization.
- ① **Personalization & Fulfillment** - Fully automated end to end service from card personalization to fulfillment. Member Bank/Affiliate will only need to provide the Chip (EMV) plastic, stationery and courier details only.

Mr. Tugral Ali, Head of Branchless Banking at FINCA commented "FINCA is honored to announce to be the first banking entity to launch the PayPak EMV card personalized by 1LINK. We admire their services in the industry and are committed to make this a success, together. We look forward to collaborate with 1LINK for new projects in near future"

Mr. Najeeb Agrawalla, CEO 1LINK thanked FINCA for playing at the forefront in promoting PayPak EMV cards. He stated, "The launch of Pakistan's first PayPak EMV card, personalized by 1LINK is a remarkable achievement at national level. We look forward to extending 1LINK personalization services to all institutions, which is in line with one of the strategic goals of SBP National Financial Inclusion Strategy (NFIS) for the year 2020".

**ABOUT FINCA MICROFINANCE BANK Ltd.**

With headquarters in Washington, DC, FINCA reaches over 1.6 million clients through its 20 subsidiaries in Africa, Eurasia, the Middle East and South Asia, and Latin America. Their outreach is among the broadest and most comprehensive of today's microfinance networks; with the aim to be an unconventional community-based bank that profitably and responsibly provides innovative and impactful financial services to enable low-income individuals and communities to invest in their futures.

**About 1LINK**

1LINK (Guarantee) Limited, owned by a consortium of 11 banks, is the country's 1st PSO/PSP and largest switch and payment system, providing a host of valuable online banking services like ATM switching, Bills Payment, Inter Bank Funds Transfer, Fraud Risk Management, Switch Dispute Resolution, Global Payment Schemes, PayPak – Domestic Payment Scheme, etc. 1LINK is continuously evolving and adding new products and services to benefit the financial industry.