

## APPS and 1LINK partner to enable e-commerce transactions for PayPak Cardholders via PayFast



Avanza Premier Payment Services (APPS) has partnered with 1LINK to enable PayPak - Pakistan's first and only domestic payment scheme for e-commerce acceptance through PayFast - APPS' online payment gateway.

This collaboration will enable PayPak cardholders of participating issuers to perform e-commerce transactions on over 100 APPS' online merchants via PayFast gateway. Keeping the security paramount, PayPak scheme mandates all e-commerce transactions to be 3D Secure where cardholders are authenticated through an OTP for each transaction. This will substantially lessen chances of fraud and increase customer confidence while performing the e-commerce transactions on their PayPak cards. Habib Metropolitan Bank (HMB) will act as a settlement bank for these transactions.

The signing ceremony was held at 1LINK's head office in Karachi, Pakistan. The Agreement was signed by Mr. Najeeb Agrawalla, CEO 1LINK, Mr. Syed Adnan Ali, CEO APPS and Mr. Abu Tufail, SEVP HMB, in presence of senior officials of the organizations.

Mr. Najeeb Agrawalla shared his thoughts as, "PayPak – Pakistan's very own domestic scheme achieves this important milestone of e-commerce acceptance enablement through partnership with APPS. I would like to appreciate APPS in taking lead to support and enable the domestic scheme for e-commerce acceptance on its gateway. This is one of a many such PayPak e-commerce enablement initiatives and 1LINK is actively engaged to increase the PayPak e-commerce footprint in Pakistan. This enablement will positively impact e-commerce growth in Pakistan as the 4 Mln+ PayPak card base is able to transact on e-commerce platforms."

Mr. Adnan Ali, CEO of APPS, said in a statement, "With this partnership, PayFast will become the first payment gateway to accept PayPak cards for online payments which will further enhance our mutual market penetration. Hence, Partnerships between key players in the Pakistan fintech market are essential in order to help the nation's population receive the full benefits of modern payment methods."

Mr. Abu Tufail, SEVP HMB stated, We're proud to see the direction the digital payment landscape of Pakistan is headed towards especially with the induction of Pakistan's own payment scheme, PayPak being applicable for online payments via APPS, a PSO/PSP whose potential inclined us to support them in their objective of creating a cashless economy, by becoming their settlement bank.

Mr. Arshad Raza, CEO, Premier Systems and Chairman of APPS stated, "On this momentous occasion, I am rejoiced to see key industry players under one roof with one ambition, to bring forth Pakistan-borne Scheme and Gateway into the limelight. This strategic partnership will propel the growth and acceptability of online payments within the Country."

### **About 1LINK:**

1LINK (Pvt) 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. 1LINK is continuously evolving and adding new products and services to benefit the financial industry. PayPak was launched in 2016 and with 35 issuers now has a base of over 4.0 Mln issued cards. For more information, please visit: [www.1link.net.pk](http://www.1link.net.pk).

### **About APPS:**

Approved for Pilot Operations by the State Bank of Pakistan (SBP) under PSO/PSP rules, APPS gateway PayFast empowers multi-instrument acceptance of Scheme Cards, Mobile Wallets, and Bank Account Numbers. They address merchant pain points, through the digital sign up, robust APIs & plugins, Fraud detection, PCI-DSS certified infrastructure, and PayLinks, a digital billing and invoicing solution ideal for FB, merchants, freelancers, etc. to accept payment simply via a unique link. For more information, please visit: [www.apps.net.pk](http://www.apps.net.pk)