



## 1LINK and Paymob Partner to Fuel Digital Payments in Pakistan



Karachi, Pakistan, May 2023: 1LINK and Paymob, the leading omnichannel payments facilitator in MENAP, Pakistan's largest interbank network, announced a partnership agreement to power instant online payouts for merchants registered with Paymob via 1LINK's payment infrastructure and operations member with Bank Alfalah Ltd. as its settlement bank.

This partnership represents a unique and novel offering to merchants in Pakistan by creating an end-to-end digital payments acceptance mechanism integrated with Paymob's exclusive payout solution suite. To this effect, merchants will be able to instantly transfer funds via Paymob's platform directly into any 1LINK member/bank account across Pakistan. This process equips merchants to make swift payments to their vendors and suppliers, thereby digitizing cash payments in their supply chain. Additionally, Paymob merchants will be able to pay utility companies, telecom operators, and numerous other businesses via 1LINK.

Mr. Najeeb Agrawalla, CEO 1LINK commented, *"We are pleased onboard Paymob to facilitate their merchants for swift and secure payment and settlement - yet another step to strengthen the merchant network. This strategic partnership will allow a one window solution to Paymob merchants for sending payments domestically. This business proposition will promote cashless payments for Paymob App users thus contributing towards the digital ecosystem. We look forward to a long-term partnership with Paymob in future."*

Speaking at the occasion, Fawad Abdul Kader, Paymob Country Manager in Pakistan commented, *"Partnering with 1LINK unpacks the digital payment infrastructure for Paymob to create use cases for smooth enablement of financial services for our merchants. It will provide us with access to 1LINK's expansive network of banks/members and services that will open up possibilities for further alliances and strategic synergies to digitize unique use cases. We are optimistic that this distinct feature will change the way merchants view the digital payment acceptance and payments landscape within their business offering."*

Democratizing the merchant's payment acceptance and payouts journey as one seamless experience advances the State Bank of Pakistan's goal of enhancing the digital ecosystem in the country. As MENA-P's fastest-growing fintech, Paymob is committed to enabling SMEs and entrepreneurs to take control of growing their businesses by providing a 360-solution suite. This strategic partnership between 1LINK and Paymob will further widen the spectrum of financial inclusion and developing digital-first solutions in 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, 1BILL, Inter Bank Funds Transfer, Fraud Risk Management, Switch Dispute Resolution, International Payment Schemes, PayPak – Domestic Payment Scheme etc. 1LINK is continuously evolving and adding new products and services to benefit the financial industry. For more information, please visit: <https://1link.net.pk/>

### About Paymob

Paymob is the leading financial services enabler in the Middle East, North Africa and Pakistan (MENA-P), delivering the latest financial technologies to customers in the region. Its omnichannel gateway offers more than 40 payment methods and empowers over 150,000 SME merchants to manage and scale their businesses by giving them access to financial services not readily available in emerging markets. Headquartered in Cairo, Egypt, Paymob is the largest payments facilitator in North Africa and employs 1,200 team members across MENAP. The company launched operations in Pakistan in 2021. Paymob was founded in 2015 by Islam Shawky, Alain El Hajj, and Mostafa Menessy. Visit [www.paymob.pk](http://www.paymob.pk) for more information, For media inquiries, please email [media.relations@paymob.com](mailto:media.relations@paymob.com)

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