

The winning partnership: Easypaisa and Daraz join hands for Black Friday to break records again!

Islamabad - November 22, 2016: Pakistan's premier branchless banking service, Easypaisa, has once again partnered with Daraz.pk, Pakistan's largest e-commerce platform, to bring back the highly acclaimed online Black Friday sale with unbeatable discounts and deals. Black Friday is a popular global event when shopping malls and e-commerce sites all over the world offer special deals and discounts to customers.

Building on the incredible success of last year's record-breaking Black Friday online sale, Daraz.pk will offer a 3-day marathon of incredible deals and discounts as high as 80 percent on a wide range of merchandise including fashion, electronics, phones, laptops and more, which can be availed at <https://www.daraz.pk/black-friday/>.

To further promote the convenience and security of online payments, Easypaisa will offer customers additional discounts of upto 20% they pay via Easypay - Pakistan's best online payment solution that any customers across the country can pay online with. Easypaisa is also offering Easypay Black Friday discount vouchers worth PKR 2000 that can be purchased for PKR 1000 on Daraz.pk and can be redeemed during the Black Friday sale.

With Easypay, customers can pay directly through their Easypaisa Account, use any Visa or Mastercard, or pay at any of the 75,000+ Easypaisa shops across Pakistan, which are open till late at night and also on weekends.

Sharing his thoughts Head of Easypaisa, Muhammad Yahya Khan said: "Within 7 years, Easypaisa has won the unwavering trust of the masses and worked relentlessly to introduce groundbreaking innovations. With Easypay online payments, Easypaisa has successfully addressed the element of mistrust associated with e-commerce in Pakistan and paved its way to rise to new heights in the digital payments space. The great success of Black Friday last year is cemented by our win for Best Campaign in Digital at PAS Awards and is a testament to our shared accomplishment with Daraz.pk."

Jonathan Doerr, Co-CEO Daraz Asia said: "Jonathan Doerr, Co-CEO Daraz Asia said: "Daraz.pk has partnered with Easypay to offer customers the most convenient and secure online payment options. Our customers can now securely pay through Easypay from more than 800 cities across Pakistan."

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About Easypaisa

Pakistan's first and largest branchless banking solution, Easypaisa, was launched jointly by Tameer Micro Finance Bank and Telenor Pakistan in 2009. Easypaisa has the largest financial footprint in Pakistan with over 75,000 Easypaisa shops in more than 800 cities across the country. Nearly 650,000 transactions are conducted on Easypaisa every day by 20 million active customers. In 2015, Easypaisa moved nearly 3% of Pakistan's GDP. Easypaisa has the largest product portfolio of services for its customers including remittances, payments, savings and insurance and offers ATM cards and IBFT services that work with all banks connected through 1-Link in Pakistan. In February 2014, out of more than 250 Mobile Money services around the world, Easypaisa was awarded two GSMA Awards, including the "Best Mobile Money Service in the World" at the Mobile World Congress, Barcelona, Spain.

Press Release



For more information, visit: www.easypaisa.com.pk

About Tameer Microfinance Bank Limited

Tameer Microfinance Bank Limited (TMFB) is the first scheduled and largest Microfinance Bank in Pakistan and a part of Telenor group. Incorporated in 2005, it provides micro-finance, branchless banking and related financial services targeted to the underserved segment. In 2009, it jointly launched Easypaisa with Telenor Pakistan. Tameer Bank currently has 176 customer touch points and over 75,000 agents nationwide; and offers a wide range of financial services including Deposits, Loans, Mobile Accounts, Peer to Peer money transfers, Health Insurance, Remittances, Cash management services, Bank on Wheels. The credit rating company JCR-VIS has reaffirmed the entity rating of Tameer at "A+/A-1". Outlook on the assigned rating is 'Stable' as of April 28th, 2016.

For more information, please visit: www.tameerbank.com

About Telenor Pakistan

Telenor Pakistan is a provider of high quality telecommunication services in Pakistan since 2005. It has over 38 million subscribers, over 3,000 employees and a nationwide network. For more information, please visit: www.telenor.com.pk

About Easypay

Easypay is Pakistan's first consolidated Online Payment Solution to facilitate different payment methods for online merchants and their customers. Easypay bundles secure, centralized, instant and convenient payments available through easy to use APIs and plugins developed for popular e-commerce platforms. Customers can pay directly to an online merchant through their Easypaisa Account, or they use any Visa or MasterCard or make payments at any of the 75,000 Easypaisa shops across Pakistan which are open till late at night and also on weekends. Easypay also introduced the first Escrow account functionality in Pakistan called Buyer Protection whereby Easypay provides the guarantee of refunding payments back to the customer if their online merchant fails to deliver the products according to the commitments made. Easypay is being used by all the top e-commerce sites in Pakistan, multiple schools and universities and even for cinema, bus, train and airline ticketing.

About Daraz

Daraz is the leader in online retail in Pakistan, Bangladesh and Myanmar, featuring apparel, accessories, shoes and beauty products for men and women, as well as a wide variety of electronics and general merchandise. Daraz is part of the Asia Pacific Internet Group (APACIG) which supports some of the leading internet companies in the region. Founded by Rocket Internet in 2014, APACIG's mission is to promote innovation and entrepreneurship throughout Asia and the Pacific and to support the development of a vibrant online culture.

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