



HiPay offers MyBank to its e-merchants

Paris, November 22nd, 2017, 7:45 a.m.: HiPay (ISIN code FR0012821916 – HIPAY), a fintech company specialized in payments, extends its offering and puts forward MyBank, a solution of real-time bank transfer.

With revenue up to 19 billion euros and an increase close to 18% last year, the e-commerce market in Italy is on the 5th place in Europe¹. Italians are over 22 million to regularly buy online for an amount nearby €1,350 per buyer and per year².

To meet the needs of the digital Italian market, HiPay wanted to give every chance to succeed to European merchants by making it possible for them to offer MyBank to Italian consumers and businesses. Launched four years ago, MyBank is already connected to more than 80% of Italian banks and is used by 12% of Italians to buy online³. Today, the payment method treats on average 8 million euros of bank transfers per day, in both B2B and B2C contexts.

“MyBank continues on its high growth and have among its clients some well-known names of the Italian industry. This new partnership with HiPay supports our pan-European vocation and lets us broaden our scope thanks to HiPay’s reputation on the European market.” explains Riccardo Porta, Digital Marketing Strategist of MyBank.

With this integration, HiPay offers European merchants a real-time payment method, without any chargeback and with a performing conversion rate thanks to a smooth user experience and no transaction amount limit.

Paola Trecarichi, Managing Director HiPay Italy, concludes: *“Since the launch of HiPay in Italy, a lot of merchants chose to trust us. We already offer them some payment methods dedicated to Italian consumption habits, like cash payments. Offering bank transfer via MyBank is an extension of our strategy: HiPay European e-merchants are now able to access the most popular local payment methods via a single integration through HiPay.”*

¹ « Italian Ecommerce Report », Ecommerce Foundation

² “Human Highway”, Netcomm

³ Study conducted by Toluna in 2017



Next financial communication: February 22nd, 2017 – 2017 Annual Results.

About HiPay

We're a global payment provider processing more than €2bn annually across 150 countries and 220 payment types. By harnessing data analytics, we help deliver valuable customer insights that enable our clients' businesses to succeed.

More information at hipay.com.

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HiPay Group is listed on the Euronext Paris Compartment C (ISIN code: FR0012821916 – mnemo: HIPAY).

About MyBank

MyBank is an e-authorisation solution that enables customers to pay for their online purchases via their regular online or mobile banking environment. The solution was launched in March 2013 and is open to all authorised payment service providers (PSPs) in the Single Euro Payments Area (SEPA), including, without limitation, credit institutions and payment institutions. The MyBank Directory, which lists all participating financial institutions, is hosted by SIA, a major financial services technology infrastructure provider based in Milan.

The solution supports online banking-based payments via SEPA Credit Transfer (MyBank Payments) as well as the creation, amendment and cancellation of SEPA Direct Debit mandates (MyBank Mandates) and will soon be also supporting Identity Verification services. Since its launch, goods and services worth EUR 2 billion have been paid for with MyBank.

MyBank is owned and managed by PRETA S.A.S., a wholly owned subsidiary of EBA CLEARING, a provider of pan-European payment solutions.

More information on mybank.eu

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