



SIA EXPO 2011

The beating heart of the European payments evolution

MyBank from EBA CLEARING

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MyBank THE E-PAYMENT SOLUTION I CAN BANK ON

[FOR CONSUMERS](#) [FOR MERCHANTS](#) [FOR FINANCIAL INSTITUTIONS](#) [FOR INTEGRATORS](#) [NEWS](#)

Online shopping
paid through online banking
all across Europe.

MyBank.
Coming soon.

MyBank for
Consumers

MyBank for
Merchants

MyBank for
Financial Institutions



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What is MyBank?



 is a button to be displayed on the website of web-merchants.

- Consumers click on this button to complete their purchase in a secure manner via the online banking channel of their bank.
- Pan European Credit Transfers.
- Pan European Direct Debit e-Mandates.

..... From your own bank account

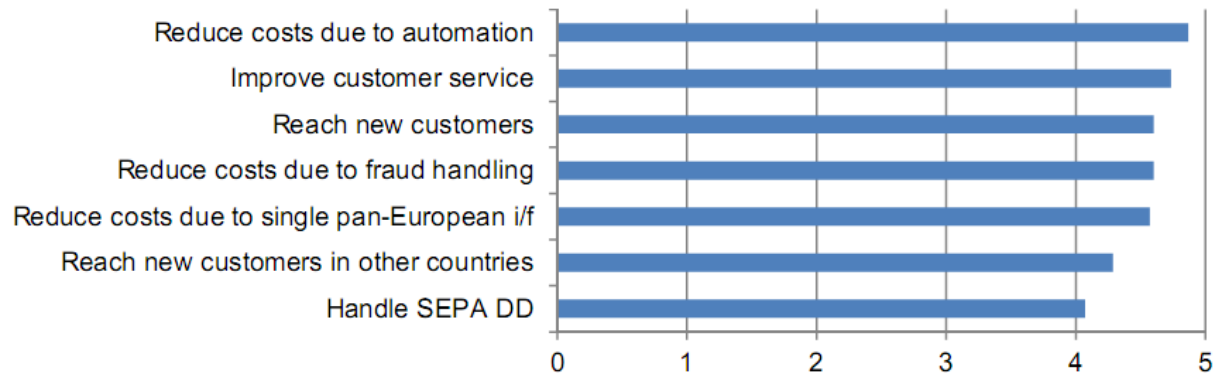


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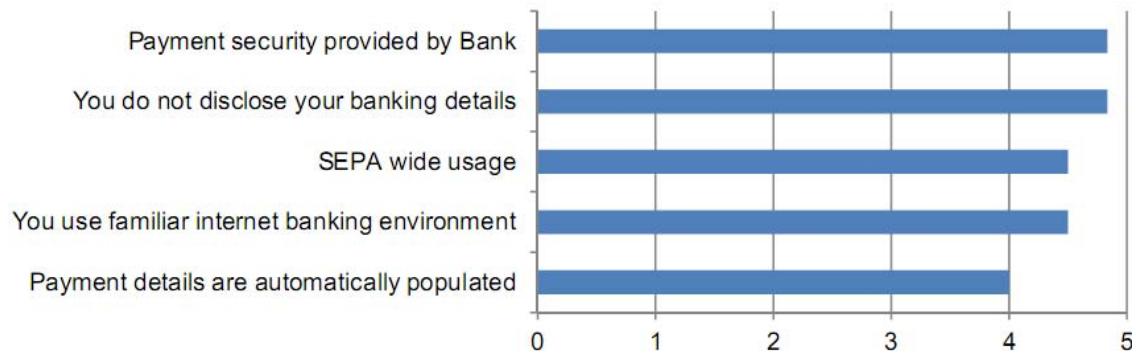
2011 MyBank Consultation

How important are the benefits provided by MyBank?

Merchants Say: Cost reduction and Improved Customer Service



Consumers say: Security and Simplicity across Europe.





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Why will MyBank be successful?

This initiative will be successful, because EBA CLEARING

- is a country-neutral, pan-European organisation
- has a reputation for building practical solutions that work
- has a spotless record of delivering payment projects on time

MyBank

is a simple, secure solution that meets clear requirements and delivers value to Merchants, Consumers, Banks and Regulators.