

## **Poste Italiane releases the EXTRA SCONTI App realised in partnership with SIA**

New functionality for the BancoPosta loyalty programme  
available to holders of BancoPosta cards

Rome, 23 May 2017 – Poste Italiane and SIA have signed a deal that will allow holders of debit cards and Postepay cards to make savings on their shopping with the new Extra Sconti App.

Extra Sconti is based on an innovative digital marketing service developed by Ubiq, a start-up recently acquired by SIA, which uses a cash-back mechanism to credit consumers' postal current accounts for supermarket purchases of brands recommended by the Extra Sconti App.

This new digital initiative comes within the framework of the Sconti BancoPosta loyalty programme which has already paid out over 80 million euros in cash-back discounts to card holders and lets BancoPosta card holders save money simply and instantly when they go shopping by choosing the Extra Sconti App products. There are 24 million BancoPosta cards, including debit cards and Postepay cards.

The new Extra Sconti application uses a proprietary technology patented by Ubiq that recognises the information on so-called “talking” cash receipts, typically issued by supermarkets, giving the name and address of the sales point, the purchase date and product details such as brand, size, variety, quantity and price.

Using the App - downloadable free of charge from the App Store (iOS version) or Google Play (Android version) - is very simple: Extra Sconti regularly updates its “shop window” of special offers carrying a cash-back discount. After buying one or more of these products the customer takes a photo of the talking receipt and sends it via the Extra Sconti App.

The receipt data is processed and the Extra Sconti discounts are automatically added to any BancoPosta discounts and credited to the BancoPosta account or Postepay card up once they amount to a cumulated 5 euros.

The new Extra Sconti service will shortly also be available via the BancoPosta App and Postepay App (around 7.4 million downloads to date).

### **For more information:**

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