

WITH JIFFY, DONATIONS VIA APP TO SUPPORT CESVI PROJECTS IN THE FIGHT AGAINST AIDS

*Jiffy is the SIA service, already chosen by 50 banks,
that transfers money in real time by smartphone*

*Cesvi makes this new donation method available to permit users to contribute to the
campaign "Let's stop Aids at birth" using the mobile phone number 370.3401500*

Milan, 10 December 2015 – As of today through **Jiffy**, the service developed by SIA to send and receive money in real time via smartphone, and thanks to the collaboration with 13 Italian bank groups, it is possible to **make donations to Cesvi to support their projects in the fight against Aids**.

For 14 years now, Cesvi (www.cesvi.org) has been 100% committed to the fight against Hiv/Aids, especially in sub-Saharan Africa. The campaign "**Let's stop Aids at birth**" was started up in 2001 at the Saint Albert hospital in Zimbabwe, a country where the number of people currently affected by Hiv is 1.6 million, of which 150,000 are children. In this region, Cesvi provides pharmacological therapy aimed at preventing the transmission of the virus from HIV-positive mothers to their babies, and also guarantees medical assistance and psycho-social support to Aids patients.

To make a donation to Cesvi, the donor has to be a current account holder with a bank subscribing to Jiffy (**approximately 50 present in Italy**) and must download the app from the website of their bank. The donor then needs to register the telephone number of **Cesvi (370.3401500)** in the contacts list in their smartphone and, from the app, select it, enter the amount and complete the send command with a simple click. With Jiffy, Cesvi can have the funds donated available immediately with an instant balance statement of the amounts given.

Jiffy will **soon be active also for other non-profit organizations** and can be used whenever the need arises to raise funds quickly, for example in the case of natural disasters or health crises.

The banks that have already subscribed to Jiffy are **Banca Popolare di Vicenza, BNL, Cariparma, Carispezia, Friuladria, Gruppo Carige, Hello bank!, Intesa Sanpaolo, UBI Banca, UniCredit and Widiba**, soon to be joined by **Banca Mediolanum, Banca Popolare di Milano, Banca Popolare di Sondrio, Che Banca!, Gruppo Poste Italiane** and **Monte dei Paschi di Siena**.

The **service** offered by SIA is **compliant with the law concerning charitable donations**, which enables donors to benefit from tax credits by attaching to their tax return form all the necessary documents (receipt issued by the non-profit organization plus their bank statement).

SIA is European leader in the design, creation and management of technology infrastructures and services for Financial Institutions, Central Banks, Corporates and Public Administration Bodies, in the areas of payments, e-money, network services and capital markets. SIA Group provides its services in over 40 countries, and also operates through its subsidiaries in Hungary and South Africa. The company has offices in Milan, Brussels and Utrecht.

In 2014, SIA managed 9.2 billion credit transfers and collections, 3 billion card payments and 30.2 billion trading and post-trading transactions, and carried 326 terabytes of data on the network.

The Group is made up of six companies: the parent **SIA**, the Italian companies **Emmecom** (innovative network applications for banks and businesses), **Pi4Pay** (services for Payment Institutions), and **TSP** (front-end services for companies and P.A.), **Perago** in South Africa and **SIA Central Europe** in Hungary.



The Group, which has approximately 1,500 employees, closed 2014 with revenues of €426.3 million.

For more information, go to: www.sia.eu

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