

**JIFFY: MORE THAN 4.2 MILLION USERS
ITALY IS THE LEADING COUNTRY IN THE EURO AREA FOR REAL-TIME
DIGITAL PAYMENTS VIA SMARTPHONE**

At present, 23 bank groups have joined SIA's "Person to Person" payment service

*The average value of a single transaction is €50
40% of operations are for less than €25*

Milan, 20th March 2017 – **Jiffy**, the service developed by **SIA** to send and receive money in real time from a smartphone using the cellphone number, has topped **4.2 million users**.

A significant increase that makes Jiffy **the leading "Person to Person" (P2P) digital payment service in the euro area** and **the second largest in Europe** after **Swish** (5 million), active in Sweden, and ahead of **Paym** (3.5 million), present in the UK.

According to the latest figures on payments made with Jiffy, the **average value of a single transaction is about 50 euro**, while **transfers under 25 euro** represent **40% of the total**.

HOW JIFFY WORKS

To transfer cash via smartphone, users simply **select the receiver** from the personal contacts list available on the banking app, **enter the amount**, a **message** if desired and with a click **the money is immediately sent** and can **instantly be used by the beneficiary**.

If the beneficiary is the holder of a current account at a bank subscribing to Jiffy, the debit and credit of funds will be immediate. Otherwise, the payment will be put on hold, but through the app it will be possible to send a message to report its presence and the steps necessary to receive it.

WHICH BANKS OFFER THE SERVICE?

At present, **23 bank groups** have joined the SIA "Person to Person" (P2P) payments service since it was launched on the Italian market.

Jiffy is currently available to the current account holders of **BNL, Banca Nuova (Gruppo BPVI), Banca Popolare di Milano, Cariparma, Carispezia, Cassa Centrale Banca, Che Banca!, Friuladria, Gruppo Carige, Hello bank!, Inbank, Intesa Sanpaolo, Banca Mediolanum, Monte dei Paschi di Siena, Banca Popolare di Vicenza, Raiffeisen, UBI Banca, UniCredit, Veneto Banca, Webank** and **Widiba**. Soon, Jiffy will also be available to **Banca Popolare di Sondrio, Sparkasse** and **Volksbank Banca Popolare**.

Once all of these banks have signed up, the service will be **available to over 32 million Italian current accounts**, equal to **more than 80% of the total**.

JIFFY IS ALREADY SET UP TO SEND AND RECEIVE MONEY IN EUROPE

Based on SEPA money transfer, Jiffy is open to all banks operating in the Single Euro Payments Area, potentially usable by over 400 million European current account holders.

Compliant with the standards of the **European Retail Payment Board (ERPB)**, it is **already set up to be integrated with the pan-European instant payments infrastructure**, which will be completed by EBA Clearing by 2017.

SIA's Jiffy service was developed in collaboration with GFT, global provider of information technology solutions for financial services.

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, cards, network services and capital markets. SIA Group provides its services in over 40 countries, and also operates through its subsidiaries in Austria, Germany, Romania, Hungary and South Africa. The company also has branches in Belgium and the Netherlands, and representation offices in the UK and Poland.

In 2015, SIA managed 9.9 billion clearing transactions, 3.3 billion card transactions, 2.8 billion payments, 41.7 billion financial transactions and carried 358 terabytes of data on the network.

The Group is made up of nine companies: the parent **SIA**, the Italian companies **Emmecom** (innovative network applications), **P4cards** (card processing), **Pi4Pay** (advanced collection and payment services), **TSP** (front-end services), and **Ubiq** (innovative technology solutions for marketing), **Perago** in South Africa, **PforCards** in Austria and **SIA Central Europe** in Hungary.

The Group, which currently has over 2,000 employees, closed 2015 with revenues of €449.4 million.

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

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