



PRESS RELEASE

Paris, 8th April 2014

Shipping company Tirrenia CIN offers MyBank payment option to its customers

Customers of Tirrenia CIN can now purchase tickets online via MyBank – simply and safely through their own bank account

MyBank announced today that Italy's leading shipping company connecting the mainland with the Italian islands is now offering the MyBank payment option to its customers. By activating MyBank as a payment option, Tirrenia CIN provides its customers with a convenient and secure payment method based on the online banking environment they know and trust.

Tirrenia CIN is the first shipping company to go live with the MyBank solution. The connection of Tirrenia CIN took place with the support of Setefi, a subsidiary of the Intesa Sanpaolo banking group specialised in the area of electronic payments.

"We are happy to see more and more companies adding MyBank to their booking sites and web shops. There is a lot of demand from web merchants because customers trust their own bank and the availability of an online banking-based payment method grows the number of people buying online", said **John Broxis, Managing Director of MyBank.**

The MyBank solution for initiating SEPA Credit Transfers went live in March 2013. The majority of participant banks are located in Italy with other MyBank participants being located in France and Luxembourg. The roll-out phase of the solution is ongoing with more and more payment service providers making the solution available to businesses and public administrations. The online MyBank mandate solution for SEPA Direct Debits is scheduled to go live later in 2014.

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Press Contact

Annick Moes, Tel: +49 151 1631 1526 (a.moes@ebaclearing.eu)

About MyBank and EBA CLEARING

MyBank (www.mybankpayments.eu) 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.

MyBank is geared at supporting the initiation of SEPA payments via the Internet and may at a later stage also be used for transactions in other currencies or for e-identity services. At this stage, MyBank supports the initiation of SEPA Credit Transfers. It is planned to enable customers to create, modify and cancel electronic mandates for SEPA Direct Debits from July 2014 on.

For more information about MyBank, please click on the following link for an explanatory video: www.youtube.com/watch?v=UKbudxpvhWM