



## Banca Sella onboards 4,000 merchants to MyBank

Four thousand merchants will go live with MyBank during the next few weeks, thanks to Gestpay, Banca Sella Group's gateway solution. The merchants cover all sectors of Italian commerce, such as tourism, fashion and technology. They include many important and well-known brands from all major industries.

Italian citizens will now be able to pay for goods and services directly from their bank account, which is simpler and safer than some of the payment methods they use today.

The merchants will have a new way to collect funds with reduced fraud risks and greater certainty. They will also be able to collect funds from across Europe where banks have implemented MyBank.

*"MyBank is a great solution that is growing steadily. A boost such as this clearly takes us to the next level of market visibility. This combined with the upcoming adoption of MyBank by the Italian government will place MyBank in the public consciousness as a way of paying that is really for everybody."* John Broxis, Managing Director, MyBank.

*"MyBank has impressed us with its great conversion rates and ability to handle amounts that are too high to be easily settled via other methods of payment."* Alessandro Bocca, Head of Online Payments, Banca Sella.

MyBank is simple and secure and is already available to millions of European bank account holders.

MyBank Mandates, which will support the electronic management of SEPA Direct Debits, will be launched in October 2014.

**Ends**



## Press Contact

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## About MyBank and EBA CLEARING

**MyBank** ([www.mybank.eu](http://www.mybank.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. Customers will be able to create, modify and cancel electronic mandates for SEPA Direct Debits from October 2014 on.

MyBank was created by EBA CLEARING, a provider of pan-European payment infrastructure solutions, and is today owned and managed by PRETA S.A.S., a fully owned subsidiary of EBA CLEARING.

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

Follow MyBank on twitter (<https://twitter.com/MyBankPayments>) or LinkedIn (<http://www.linkedin.com/company/MyBank>.) to keep up-to-date with the latest news.