



PRESS RELEASE

Paris, 19th November 2014

Italian online insurer Genialloyd adopts MyBank

Italian online insurer Genialloyd has activated the MyBank payment option on its website and is now offering this Europe-wide online payment method to its retail and corporate customers. MyBank allows bank customers across Europe to pay for their online shopping by using their own bank account: the MyBank button on Genialloyd's website redirects the insurer's customers to their own online or mobile banking platform, where they can pay by confirming a SEPA credit transfer that already has all the transaction details filled in.

Genialloyd is the second online insurance company to offer its customers the opportunity to pay for their insurance policies by credit transfers initiated via the MyBank payment option. The company has a track record of adopting new initiatives to better serve their customers as it was the first company to provide online subscription for insurances in Italy, offering the possibility to go through the necessary subscription or renewal steps online.

With Genialloyd now offering the payment option, MyBank is further strengthening its customer base throughout Italy.

"MyBank is on a steep rise in Italy, especially within the insurance industry. The average amount of each transaction is currently close to 500 euros which is much higher than for other online methods of payment and underlines that MyBank is perceived as secure and trusted by consumers."

Giorgio Ferrero, Chairman, PRETA

MyBank is currently available to over 12 million retail customers in Italy, France and Luxembourg, with other countries joining in 2015. MyBank supports the initiation of SEPA Credit Transfers via online or mobile banking. From October 2014, MyBank will also enable customers to create, modify and cancel electronic mandates for direct debits.

Customers using MyBank do not have to communicate their payment details or other confidential data to any web shops or other third parties, since the payment process takes place within the highly secured environment of their own bank. Online businesses using MyBank are informed in real time that the customer has initiated the payment.

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About Genialloyd

Genialloyd is part of Allianz Group and is specialised in direct insurance product sales through internet and telephone channels. Until May 2002 known as Lloyd 1885, Genialloyd was established in the last months of 1996 from the will to create an innovative model that could become a reference for the market of direct insurance sales, creating in this way a new method of selling and issuing insurance premiums.

Growth has been quick and stable: today Genialloyd satisfies the needs for convenience, safety and efficiency of more than a million customers.

About MyBank

MyBank (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 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.

Customers using MyBank do not have to communicate their payment details or personal credentials to any third parties, since the payment initiation, mandate creation or transaction validation process takes place within the highly secured environment of their own bank. Public administration agencies and e-businesses using MyBank are informed in real time when a customer has initiated a payment.

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

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