

UNICREDIT SUPPORT TO SMALL ENTREPRENEURS

New service for UniCredit Bank Serbia business clients - Tap on Phone - a terminal on a mobile phone

Belgrade, 28.11.2022. – UniCredit Bank Serbia, with the support of Mastercard, has included a Tap on Phone solution (POS terminal on a mobile phone) called FlexiPOS in its offer to business clients. The solution is ideal for businesses that need a flexible, fast and mobile payment acceptance solution, as well as for those who don't want sales to stop at the checkout. With FlexiPOS, small merchants can more easily and without initial investments enable the acceptance of contactless card payments and thereby open up new opportunities for earning, while simultaneously meeting the needs of their clients for the modern payment solutions they are used to.

UniCredit Bank's FlexiPOS is a solution that is easy to use and apply, because the terminal can be installed on a mobile phone in just a few seconds, and it accepts contactless payments, anytime and anywhere. This terminal enables lower monthly costs without the need to purchase or rent an additional POS terminal, while, if necessary, it can be used in combination with a classic POS. Training employees to use the terminal is simple, and the user's payment experience is significantly improved.

Aleksandra Rašić, Member of the Management Board in UniCredit Bank Serbia on this occasion emphasized: *"UniCredit Bank Serbia tries to always follow market trends and put the client at the center of its business. That is why we are pleased to be able to offer our clients FlexiPOS, one of UniCredit's services, which is a confirmation that we are trying to respond to the needs of clients and the demands that the market puts before them. Clients should keep in mind that this kind of POS terminal is the solution of the future due to its features regarding functionality, ease of application and use. The FlexiPOS solution should be considered by all those who need fast and simple payment, primarily the following activities: courier services, beauty and hair salons, restaurants, taxi services, craft activities as well as catering services, trade fair payment services, and the like".*

Jelena Ristić, General Manager for the markets of Serbia, Montenegro and Bosnia and Herzegovina at the Mastercard company, said: *"The practicality and flexibility of payments have become default characteristics of modern trade. Users expect to be able to pay anytime and anywhere using the payment method that is most practical for them at the time, which increasingly includes cashless payments, even with non-traditional merchants, such as couriers, market vendors or handymen. We believe that the FlexiPOS solution that we are launching with UniCredit Bank will very quickly find its place among merchants thanks to the convenience and savings it brings."*

You can find more about FlexiPOS installation and setup details, fees and support, as well as the most frequently asked questions on the Bank's website <https://www.unicreditbank.rs>.



About UniCredit

UniCredit is a pan-European Commercial Bank with a unique service offering in Italy, Germany, Central and Eastern Europe. Our purpose is to empower communities to progress, delivering the best-in-class for all stakeholders, unlocking the potential of our clients and our people across Europe. We serve over 15 million customers worldwide. They are at the heart of what we do in all our markets. UniCredit is organized in four core regions and two product factories, Corporate and Individual Solutions. This allows us to be close to our clients and use the scale of the entire Group for developing and offering the best products across all our markets. Digitalisation and our commitment to ESG principles are key enablers for our service. They help us deliver excellence to our stakeholders and creating a sustainable future for our clients, our communities and our people.

About Mastercard

Mastercard is a global technology company in the payment industry. Our mission is to connect and empower an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and affordable. Through the use of secure data and networks, partnerships and drawing on invaluable passions, our innovations and solutions help individuals, financial institutions, governments and businesses achieve their greatest potential. Our decency quotient (DQ) is at the core of our business culture and everything we do inside and outside the company. With connections in over 210 markets and territories, we are building a sustainable world where invaluable opportunities are available to all.