



BANKING AT THE SUPERMARKET

ILLIMITY AND VIAFINTECH IN PARTNERSHIP FOR CASH DEPOSIT: THE MOBILE FEATURE LANDS ON ILLIMITYBANK.COM

Milan, 07 April 2021 – viafintech and illimity Bank S.p.A. (“**illimity**” or the “**Bank**”) announce a partnership whereby customers of illimitybank.com - the illimity Group’s digital direct bank-, can use the **viacash** feature in their mobile banking app. The service, which is provided by viafintech, is branded as “**Cash Deposit**” in the bank’s own app and allows customers to deposit cash in a smart and efficient way, while doing grocery.

From today, illimitybank.com customers will be able to perform deposit also in the supermarket using the new feature in their Mobile Banking app, through a network of over 1000 Point of sales in Italy. The feature enables the creation of a transaction in a simple and fast process: the customer generates a barcode directly in the app using the feature, the barcode is scanned at the checkout of a viafintech retail partner, and the credit is automatically visible in the client’s account. The retailers that offer the service include the branches of the following supermarkets: Pam Panorama, Pam Local, Penny Market Italy and Carrefour Italy.

“The cooperation with illimity is an important step for us and it demonstrates the benefits that a partnership between banks and fintech can bring, also in this challenging period, enabling a fast access to specialized solutions such as the viacash service of viafintech. We are extremely proud to partner with illimity, enabling their clients to manage cash in a digital, smart and efficient way in our Supermarket partners, thus providing a new innovative feature for their mobile banking app”, says **Giorgio Pessina**, Senior Banking Manager Italy of **viafintech**.

illimitybank.com, the illimity Group’s digital direct bank, - based on an innovative and high-tech business model -, is already the fourth bank joining the viafintech partner network in Italy.

Carlo Panella, Head of Direct Banking and Chief Digital Operations Officer of **illimity**, commented: "illimitybank.com expands its offer with new solutions, using the open platform approach as part of its strategy. Our fully digital direct bank doesn’t only offer the services of a traditional bank, but also integrates new and useful functions to go beyond the frontiers of banking. From now on, thanks to our collaboration with viafintech, illimity customers will have additional support to make their everyday life easier."



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About viafintech (former Cash Payment Solutions)

viafintech digitally connects retailers, corporations and consumers through its platform to offer digital financial and value-added services. Our powerful API connects corporations with more than 20,000 retail partnerstores in Europe such as REWE, Rossmann, PENNY, BILLA, SBB, PAM and dm and ensures a smooth and fully automated interaction between all parties. The unique viafintech payment infrastructure enables various services like cash-based banking services such as withdrawals, deposits and money transfers, cashless payment methods, prepaid solutions such as giftcards and many more. viafintech is known for its brands Barzahlen/viacash in Germany and Austria as well as viacash in Switzerland, Italy, Greece, and Spain. The company was founded in 2011 in Germany (as Cash Payment Solutions GmbH) and is managed by Achim Bönsch, Sebastian Seifert, Junichi Takemura and Andreas Veller.

illimity Bank S.p.A.

illimity is the high-tech banking group founded and headed by Corrado Passera that was created with the aim of responding to specific market needs by way of an innovative and specialist business model. More specifically, illimity extends financing to high-potential SMEs, purchases distressed corporate loans and services these through its platform, neprix, provides digital direct banking services through illimitybank.com. The Group also includes illimity SGR which set up and manage Alternative Investment Funds, the first of which is dedicated to UTP credits. The story of the illimity Group began in January 2018 with the launch of the special purpose acquisition company SPAXS S.p.A., which ended with a record 600 million euro being raised on the market. SPAXS subsequently acquired Banca Interprovinciale S.p.A., with the resulting merger between the two giving rise to "illimity Bank S.p.A.", which has been listed on the Italian Stock Exchange since 5 March 2019, (ticker "ILTY"), firstly on the MTA platform and since September 2020 on the Star segment. The banking group, headquartered in Milan, can already count on over 600 employees and had assets of over 4 billion euro in its balance sheet at the end of 2020.