



PayKey Social Banking Solution Bolsters Davivienda Mobile Banking App to Win Celent Consumer Channel Innovation Award

Banco Davivienda Awarded for DaviPlata Digital Wallet that Enables Seamless, Frictionless, and Intuitive User Experience

TEL AVIV, Israel, April 25, 2018 - PayKey (<http://www.paykey.com>), a Social Banking solution provider, announced Banco Davivienda as the winner of the Model Bank award for Consumer Channel Innovation for the DaviPlata digital wallet. The winner was selected by Celent, a global research and advisory firm focused on the application of information technology in the global financial services industry.

Banco Davivienda decided to address the changes in user behaviour at a time when consumer mobile needs and expectations were rapidly changing, and as they spent an increasing amount of time on a limited number of apps. To remain relevant and drive adoption, they needed to meet customers at their preferred points of interaction.

With this in mind, Banco Davivienda developed the DaviPlata digital wallet with the aim of ensuring that users' needs were met, either for unbanked or traditional digital-first consumers. In order to create a seamless and intuitive user experience, Davivienda enlisted the help of PayKey, which provides a solution that allows users to access bank services directly from the smartphone keyboard. By incorporating this solution into the DaviPlata digital wallet, users can make payments within any social and messaging app such as Facebook Messenger, WhatsApp, and Twitter. The solution allows its users to instantly transfer money to friends and family through the chat interfaces they frequently use, and to bridge the gap between social media use and bank transactions.

"We have seen a huge cultural shift in the way consumers use their mobile phones, as they are increasingly expecting to access companies and services from their smartphones instantly and seamlessly", noted Guy Talmi, CMO of PayKey. "It's great to see that Davivienda has been recognized for its innovation and our ability to really streamline the customer experience. Winning this award has highlighted our success with the DaviPlata wallet and the PayKey Mobile Smart Keyboard™. Davivienda can deliver the ultimate user experience, enabling customers to receive money, check balances, make P2P payments, top-up their mobile phone balance, and withdraw money instantly and from within any mobile application. We are excited that Davivienda received this award and are happy to see the ways in which we are pushing the envelope on innovation."

According to Stephen Greer, Senior Analyst at Celent: “The Model Bank Awards recognize how banks are using technology to change the face of banking. Davivienda is a prime example of how an institution can create a compelling bank-branded mobile experience through some of the most popular and oft-used smartphone apps.”

Celent’s annual Model Bank Awards recognize the best practices of technology usage in different areas critical to success in banking. Nominations are submitted by financial institutions and undergo a rigorous evaluation process by Celent analysts. Celent judges submissions on three core criteria: demonstrable business benefits of live initiatives; the degree of innovation relative to the industry; and the technology or implementation excellence.

About PayKey

Established in Tel Aviv, Israel, in 2014, PayKey enables banks, telcos, and mobile wallets to offer their customers the ability to initiate and complete a range of financial services, including P2P payments, balance check, credit top-up and transfer, and more - from within any mobile app, including all social and messaging applications. PayKey has won numerous industry awards, including Winner of the Citi Mobile Challenge EMEA, Winner of the Santander ‘Pitch Slam’, Winner of the Visa Contactless & Mobile Awards Payment Innovation, Winner of the BBVA Open Talent 2016, and being listed as one of Europe's hottest 50 fintech firms. The company has raised \$16 million to date from tier 1 financial institutions including CommerzVentures, Santander InnoVentures, SBI Group, Siam Commercial Bank, and Mastercard, along with leading global venture capital firms including MizMaa, Digital Ventures, e.ventures, Wharton Asset Management and Magma VC.

For further information visit: www.paykey.com

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