



Press release

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From physical terminal to digital solution: SoftPOS has arrived at UniCredit Bank

SoftPOS is an application developed by Nexi, Europe's PayTech company operating in high-growth, attractive European markets and technologically advanced countries, now introduced for the business clients of UniCredit Bank. With SoftPOS, users can offer the possibility of card payment to their customers, using their mobile phones as a terminal.

SoftPOS allows business owners, amongst others small merchants, artisans, freelancers – like hairdressers, couriers, or plumbers – to always have a digital payment terminal available through an app on their smartphone. The application enables NFC Android smartphones and tablets to accept contactless payments in any amount: one can even use a PIN code, thanks to the PIN On Glass feature. It means that no additional hardware is needed, while the application complies with the highest security standards.

Thanks to SoftPOS, there is no need for entrepreneurs to rent a physical POS terminal, which also means a cost reduction for them. The application offers statistics and graphs of payment transactions, allowing the users to monitor the evolution of their turnover, while their consumers are able to make purchases with their own contactless payment instrument like card, mobile wallet, or wearables by creating a high-level user experience.

"At UniCredit Bank, we are working on digital solutions that meet the challenges of today's world. Providing state-of-the-art digital services to our customers and helping them simplify their financial processes is a top priority for our bank. Our merchant clients can enjoy the benefits of the innovative, software-based SoftPOS application in their daily work while also ensuring a convenient card payment service to their own clients. SoftPOS perfectly fits into our digital strategy and contributes to the overall expansion of cashless payments in Hungary," said Giacomo Volpi, Deputy CEO at UniCredit Bank.

"We are proud of our innovative solution SoftPOS that represents for Nexi a further step in the development of initiatives to improve customer experience by providing simple, cashless solutions. Having the possibility of turning a smartphone into a real POS terminal confirms our constant commitment to innovation and the creation of an increasingly smart payments ecosystem, and our role as the sector's leading technology partner," stated Eugenio Tornaghi, Head of International Markets at Nexi Payments.

[For further information on the UniCredit SoftPOS app, click here.](#)

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UniCredit

UniCredit is a pan-European Commercial Bank with a unique franchise in Italy, Germany, Central Europe and Eastern Europe and Corporate & Investment Banking across all Group geographies. We offer local and international expertise, providing unparalleled access to market leading products and services in 13 core markets through our European banking network. Leveraging on an international network of representative offices and branches, UniCredit serves clients in another 15 countries worldwide.

Nexi

Nexi is Europe's PayTech company operating in high-growth, attractive European markets and technologically advanced countries. Listed on Borsa Italiana's MTA, Nexi has the scale, geographic reach and abilities to drive the transition to a cashless Europe. With its portfolio of innovative products, e-commerce expertise and industry-specific solutions, Nexi provides flexible support for the digital economy and the entire payment ecosystem globally, across a broad range of different payment channels and methods. Nexi's technological platform and the best-in-class professional skills in the sector enable the company to operate at its best in three market segments: Merchant Services & Solutions, Cards & Digital Payments and Digital Banking & Corporate Solutions. Nexi constantly invests in technology and innovation, focusing on two fundamental principles: meeting, together with its partner banks, customer needs and creating new business opportunities for them. Nexi is committed to supporting people and businesses of all sizes, transforming the way people pay and businesses accept payments. It offers companies the most innovative and reliable solutions to better serve their customers and expand. By simplifying payments and enabling people and businesses to build closer relationships and grow together, Nexi promotes progress to benefit everyone. <https://www.nexigroup.com/en/>

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