TWO YEARS OF MOBILE PAYMENTS WITH THE PAYCONIQ BY BANCONTACT APP:

From a 100% payment app to a versatile tool for shopping, living and travelling

Biep-biep-biep! De Payconiq by Bancontact-app viert zijn tweede verjaardag met een verdubbeling van het aantal betalingen. Op twee jaar tijd is de app stevig gegroeid en geëvolueerd naar een app waarmee je bijvoorbeeld ook een trein- of busrit koopt of klantenkaarten in verzamelt.

1. MOBILE PAYMENTS IN 2020

It's hard to imagine what it was like before to pay without a smartphone, isn't it? And you're not alone. The past 12 months **4.9 million Belgians** made use of their Payconiq by Bancontact app (or a banking app offering the Bancontact and/or Payconiq payment methods). Which is a serious increase compared to 2019.

In total, Belgians took out their smartphones **125 million times** to make mobile payments with the Payconiq by Bancontact app (or a banking app offering the Bancontact and/or Payconiq payment methods), an increase of 88% compared with 2019.

And on **Black Friday,** the figures of the app really went through the roof: the now-familiar 'beep beep beep' sound was heard almost **240,000 times** on that single day. On Black Friday the **average amount per transaction** was also higher than normal, at 60 euro, whereas it was 46 euro for the rest of the year.

The coronavirus crisis has seen **e-commerce** rise very sharply – along with online payments. That may come as no surprise, but what's amazing is that in December 2020, **68%** of all online payments were made **with a smartphone** (instead of a card-reader). In December 2019, that percentage was still only 58%.

2. GET EVERYTHING FROM YOUR APP

What's the purpose of the Payconiq by Bancontact app? **To make paying as easy as possible**. Scan the QR code, confirm payment and there goes the 'beeping' – at the cash register, online and between friends. Better still, you can now also **keep all of your loyalty cards in one place** in the app. Just add them under 'Stores' simply by scanning their barcode. Which is handy when you think that we carry our phone around with us more than our wallet. Last year, **226,000 loyalty cards** were added to the app. The app is available for clients of 19 Belgian banks[1] for their day-to-day payments.

Yet there's so much more you can get out of the Payconiq by Bancontact app… To activate the extra functionalities, just connect the app to your personal bank account next to the link with your card. You can already do so with 10 banks[2] – and others will follow. Once app and bank account are connected, **the number of options becomes all the greater:**

Just paid for lunch? Using the app you can send a payment request remotely to your friend to ask him or her to pay you back. One payment request can be sent to thirty different people. **Relaxing after work with your three coolest colleagues?** You can easily split the bill even if you've already made the payment. The app simply divides the final amount into four and you send out a payment request to the others. **Want to pay back a friend remotely yourself?** Now you don't even need his or her account number: just select the person from your contact list in the app. **It's the same in-store**, where you can make a mobile payment without having to scan a QR code. Simply select the store from the list of shops in your app.

So there are extra functions in abundance – and that's not all:

For instance, you can now **buy travel tickets for the SNCB/NMBS and De Lijn** directly in the Payconiq by Bancontact app. Use the same app to select your route, pay for your ticket and show it to the conductor or driver. Then there's the **Kadonation** service that allows you to pool when buying a group gift, plus you can top up your student card via **PingPing**. Or view the balance of your **Monizze meal vouchers**: simply add your Monizze account via 'Services'. And not forgetting the function that enables you to make a mobile **donation to a charity or good cause**. Click on 'Services' in the Payconiq by Bancontact app and then on 'Donations'. Select your favourite charity and donate the amount you want directly.

"We regularly add new services to our app," says **Nathalie Vandepeute, CEO of Bancontact Payconiq Company**. "It's our own contribution to gradually making life easier for our users. And we can really see the difference now after two years, compared with the beginning, when you could only make payments with the app. In fact we can safely say that the Payconiq by Bancontact app has grown up."

3. NEW LOOK AND LOGO

The brands are also not standing still from a visual point of view: Bancontact is starting off the new year with a **new logo**. The well-known blue-and-yellow icon has been given a **sleeker look**, while the flowing line symbolises the **smoothness of payment** that Bancontact is so committed to. The new logo will appear on all bankcards, payment terminals, apps and **all channels** where you can pay with Bancontact and/or Payconiq by Bancontact. The new logo is already present in the app.

In the meantime, Bancontact remains **the strongest payment brand in Belgium,** as can be seen from an iVox study conducted in October 2020 among 1000 Belgians. In terms of **image and familiarity,** Bancontact far outstrips other established payment brands. And in 2020, Bancontact remained the favourite method of payment for Belgians. Payconiq by Bancontact is also growing strongly as their **favourite mobile payment method.**

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[1] Argenta, AXA, Bank J. Van Breda, Belfius, Beobank, BNP Paribas Fortis, bpost bank/bpost banque, CBC Banque, CPH Banque, Crelan, Deutsche Bank, Fintro, Hello Bank!, ING België, KBC Bank, KBC Brussels, Keytrade Bank, Nagelmackers, vdk bank.

[2] AXA, Belfius, BNP Paribas Fortis, CBC Banque, Fintro, Hello Bank!, ING (temporarily unavailable), KBC Bank, KBC Brussels and vdk bank.

For more information
About Bancontact Payconiq Company : bancontactpayconiq.com
About the Bancontact card : bancontact.com
About the Payconiq by Bancontact app : payconiq.be

About Bancontact Payconiq Company
In 2018 Bancontact Company and Payconiq Belgium joined forces and merged to become Bancontact Payconiq Company. The company is an initiative by AXA Bank, Belfius, BNP Paribas Fortis, ING and KBC. The Payconiq by Bancontact payment app makes mobile payment easy and safe in physical shops, webshops, peer to peer and also to pay invoices or bills. The app is targeted at all Belgians and operates on both iOS and Android smartphones. It is accessible to clients of 19 banks. In 2020 Belgians paid 125 million times with the Payconiq by Bancontact app or with a bank app offering the Bancontact and/or Payconiq payment methods. The Bancontact card remains the reference for electronic payments, with a strong boom for contactless payments: 442 million contactless payments with the Bancontact card in 2020. With the Bancontact card and the Payconiq by Bancontact app together more than 1.65 billion payments were registered in 2020. The app and payment card complement each other perfectly, enabling users to pay wherever they are, in an instant.

As a local player Bancontact Payconiq Company offers payment solutions, secure and tailored to each merchant, whether it is Payconiq or Bancontact. The company's main mission is to continue developing electronic payment solutions and to make them increasingly "invisible". It aims to do so in a firmly Belgium-based setting – an essential part of our country's economic prosperity.

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