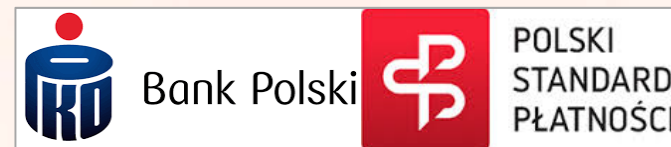


PKO Bank Polski Polski Standard Płatności



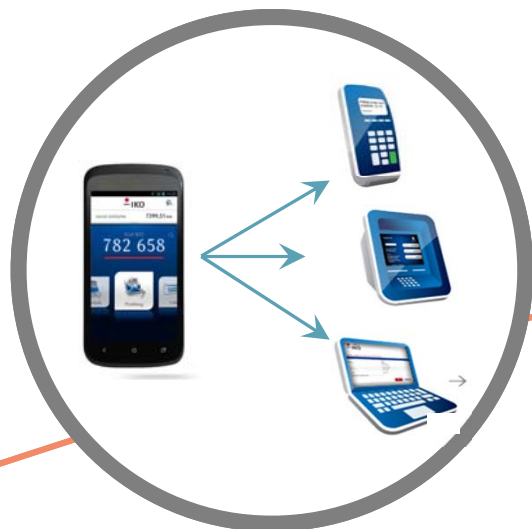
From IKO to BLIK

Distribution & Marketing
Innovation Awards



Our innovation at a glance

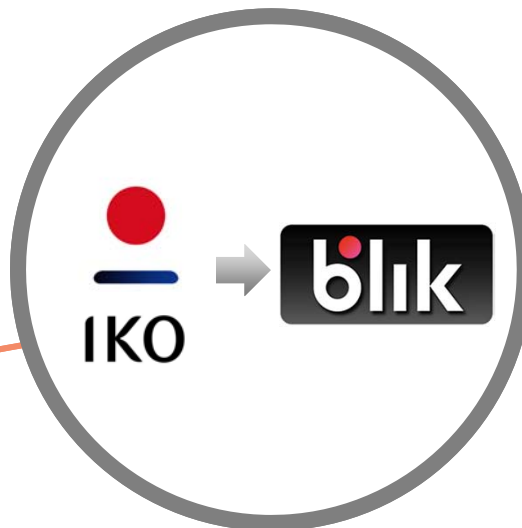
2013



Launch of IKO

- The app-based mobile payment system of PKO Bank Polski,
- One app for POS, eCom, ATM and P2P,
- No need for card usage.

2014



IKO migrates into mobile payment standard

- 6 of largest Polish banks founded a joint venture called PSP,
- Common standard **initiated by IKO.**

2015



Launch of Blik in 6 Apps of founders

- The common standard is launched as BLIK,
- It has been incorporated in mobile banking apps of the founder banks,
- It becomes the domestic payment standard.

Payment ecosystem

ACCEPTANCE NETWORK



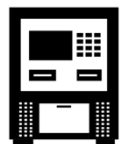
Brick and mortar
POS systems

eShops



MOBILE APPS

Mpos



ATM



ACQUIRERS

BANKS

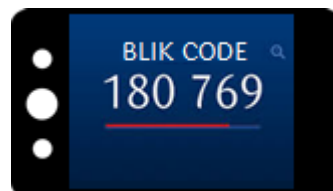
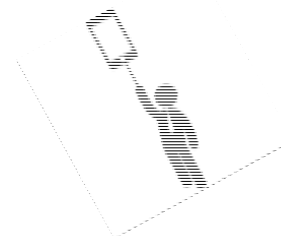
BLIK

USERS



Mobile banking users

OTHER BANKS CUSTOMERS



What makes our innovation special?

From IKO to BLIK

One standard,
different applications



- There is no „BLIK app”.
- Each bank includes BLIK in its app.
- This increases uptake.

Omnichannel: POS,
ATM, eCom, P2P



- Blik payment code is used in the same way for POS, eCom, ATM and potentially new channels (e.g. vending, micropayments),
- Can also be transmitted via NFC.

Time to market



- From closed loop system of PKO Bank Polski to 6 issuers,
- 8 acquirers and 1 mio customers in 2 years – in a heavily regulated industry.

Common bank
governance



- Blik is governed jointly by the founder banks on cooperation basis.

The "Secret sauce"



1

The coopetition principle

Founder banks were – and are – fierce competitors. However, they recognized that fragmented mobile payment systems will not prevail.

2

Strategic view

In an industry normally focused on the last quarter results, banks recognized the strategic need to build defences against fintech competitors – even if there's no immediate profit.

3

Innovation

Blik was designed from the ground up, without relying in the legacy infrastructure and standards.



Best Innovation in Payments

Main results achieved

Potential of BLIK – From Day 1

3 mln

Mobile banking
users

Alior – BZ WBK – ING Bank Śląski – mBank –
Millennium – PKO Bank Polski

BLIK available to **20 mln** bank account holders



Main results achieved

Key Performance Indicators achieved within 9 months by BLIK



130 000 POS



70% of ATMs



25 000 online services



more than 1 mln App Users

A special thanks to...

CEOs of founder Banks



Zbigniew Jagiełło



Joao Bras Jorge



Cezary Stypułkowski



Małgorzata Kołakowska



Mateusz Morawiecki



Wojciech Sobieraj

PKO Bank
Polski

Millennium
Bank

mBank

ING Bank
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Bank Zachodni
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Innovation Awards

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