



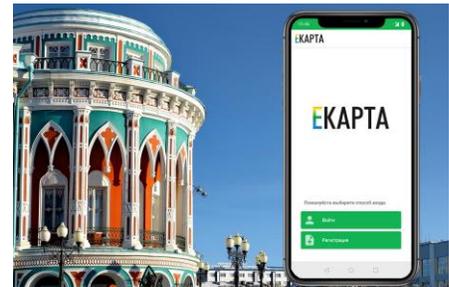
For immediate release

PRESS RELEASE – 6/24/2021 – Turku/Samara

New Branded PayiQ App in Russia for Ekaterinburg and Sverdlovsk Region

PayiQ has launched its fourth branded application for replenishment of transport cards using Faster Payments System (FPS) as the form of payment. Now passengers can top up transport cards in Ekaterinburg and Sverdlovsk region using EKARTA URAL mobile app.

The mobile application for replenishing transport cards in Ekaterinburg was created based on the PayiQ TaaS® ticketing platform and was branded for the operator of electronic travel cards in Ekaterinburg and Sverdlovsk region JSC "I-Set". This project was implemented jointly with our partner companies: Gazprombank, GetFare and ATOL Online.



Users of the "EKARTA URAL" app can replenish transport cards with different tariff plans, view the history of replenishments, check the balance of the card, and stay in the loop of Operator's news and announcements. The application allows topping up and naming multiple transport cards, which is very convenient for a family. To register in the mobile app the user should specify the telephone number and e-mail address to which the fiscal receipts will be sent.

The Faster Payments System (FPS) was chosen as the only payment mechanism for the application – being the most effective one for the operator. The advantage of this payment method for the passenger is the possibility to choose any bank application installed on the user's smartphone, as long as the selected bank supports FPS. Currently over 190 banks in Russia support this new payment method. Money is credited to the operator's account immediately after the passenger authorizes the transaction.

"We are proud to launch our service in such a large metropolis as Ekaterinburg. Earlier, the capital of the Urals did not have its own mobile application for replenishing EKARTA. We have worked on offering a convenient, safe, and contactless service to the passengers of public transport of the region. We are looking forward to long-term cooperation with JSC "I-Set" and increasing the possibilities of EKARTA URAL app", says **Elena Lipchenko**, Regional Director of PayiQ in Russia and the CIS.

"We are pleased to present to our users the EKARTA URAL mobile app, the main function of which is the ability to purchase tickets without leaving home. The use of the Faster Payments System in the new application allows replenishment in a cashless way without commission. Besides the top up, users are able to check the information of the current state of the ticket on the card and the news feed of our service. In the future, we plan to



expand functionalities and implement additional options, such as history of trips for a certain period”, says **Natalya Tararychkina**, General Director of JSC “I-Set”.

PayiQ develops the award-winning account-based Ticketing as a Service platform *PayiQ TaaS®*. It enables smart cities, MaaS and transport operators and event organizers to sell tickets through mobile devices and validate them. Tickets can be bundled into multimodal trips or experiences combining transport, events, and services. The platform also gathers data on usage and movement on behalf of the service provider to be used to improve customer experience and process efficiency. *PayiQ* is leading the way to a smarter and more user-friendly world of transportation.

More information about PayiQ Solutions and Technology Licensing:

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