

At Milan Bergamo Airport, an agreement between SEA, UBI Banca and SIA means that you can now pay for your stay at ViaMilanoparking using Jiffy

The SEA Group (Società Esercizi Aeroportuali) has signed an agreement with SIA and UBI Banca that allows you to pay with your smartphone for parking in the P2 and P3 car parks at Milan Bergamo airport, by using the Jiffy service which links your mobile phone number to your vehicle number plate. This is the first time this service is being used in Italy.

Milan, 12th July 2018 - Parking in the P2 and P3 car parks at Milan Bergamo airport, which is managed by **ViaMilano Parking**, can now be paid for using your smartphone, by using the Jiffy service made available by **UBI Banca** and **SIA**.

With **Jiffy**, your vehicle number plate is read by cameras as you enter the car park, and at the time of exit, you can pay for your stay via your **smartphone**.

This process is **quick and easy**: after activating Jiffy, you need to register on the SEA website (<http://www.viamilanoparking.eu/en>) and enter the number plate that will be linked to your mobile number.

Jiffy, which was launched by **UBI Banca** and **SIA** in 2014 to transfer money in real time between private individuals, is now a digital payment system that is an alternative to cash and that is complementary to more traditional tools, such as credit cards.

Advantages for the customer

By using Jiffy, the customer of the car park managed by ViaMilano Parking can pay in a few simple steps, with a direct charge on their current account or on their card with IBAN. Using your smartphone means that you can pay instantly and easily, without needing to go to the payment kiosk. The transaction, although fast, takes place in a secure banking environment, which is protected by login credentials. With this initiative, **ViaMilano Parking of the SEA Group** is confirming its commitment to offering its customers solutions that simplify the use of services in airports.

Transactions through smartphones are growing

Paying by smartphone at the Milan Bergamo airport car parks managed by **ViaMilano Parking** is part of the general evolution towards cashless payments and these car parks are the first in Italy to offer this opportunity.

At a national level, the volumes of debit and credit card transactions experienced a growth trend of around 50% in the two-year period 2016-2017 (reaching € 46 million for 2017) and digital transactions via smartphones increased by 60% (reaching € 6.7 million overall at the end of 2017).

Nataschia Noveri, Head of Marketing at UBI Banca, states that *“The innovative user experience designed with ViaMilano Parking confirms the bank’s constant commitment to simplifying customer payment experiences on all occasions where, for convenience and speed, an alternative to cash is preferable”*.

“The partnership with UBI Banca and SIA has enabled ViaMilano Parking to confirm its digital mission to Milan airport customers, by offering the best and most innovative payment services. Jiffy makes it possible to efficiently, quickly and easily satisfy the requests of the demanding airport clientele, where time is an increasingly valuable asset. With Jiffy, you no longer need to go to the kiosk to pay for your parking: you can enter and exit using your smartphone”, said **Giuseppe Zaffaroni, SEA’S ViaMilano Parking Manager**.

“The agreement with ViaMilano Parking and UBI Banca allows us to reach another important milestone by evolving the Jiffy service also for the payment of parking in airport car parks. This new method exploits all the potential and innovation of the mobile phone in terms of simplicity, convenience and speed, with the ability to pay directly from your current account in total safety”, comments **Marco Polissi, SIA’s Jiffy Manager**.

SEA - Milan Airports is the management company of the Milan Malpensa and Milan Linate airports

ViaMilano Parking
ViaMilano

ViaMilano is a brand belonging to the SEA group, which uses it to provide important ancillary services to air transport, primarily that of parking. The name ViaMilano Parking therefore identifies the official parking areas of Milan Malpensa, Milan Linate and Orio al Serio. Sacbo, the airport manager for Orio al Serio, has entrusted the operational management of the car parks to ViaMilano Parking. The ViaMilano Parking system offers parking solutions at 3 airports and 4 different terminals, providing over 25,000 parking spaces. The offering is adapted to meet the needs of all passengers: the businessman for whom time is money, the family that chooses a car park with direct access to the terminal as it has a lot of luggage, and the young person who travels low cost and is looking out for the cheapest price. All passengers, in any situation, can count on the quality of the official car parks, meaning that they are always open, are staffed with qualified personnel 24 hours a day, are close to the terminal, and have transparent rates without increases in high season. What’s more, you do not need to leave your car keys behind or pay an additional surcharge to take them with you.

Web site: <http://www.viamilanoparking.eu/en/>

UBI Banca

UBI Banca is the third largest commercial banking group in Italy by stock market capitalisation, with a market share of around 7% and 1,817 branches throughout Italy, which are mainly located in the wealthiest regions of the country, and over 21,200 employees. In 2013, UBI Banca not only received the Italian Banking Association prize for innovation in banking services in the category “La banca solidale” [the charitable bank], but was also awarded the National Innovation Prize by the President of the Republic of Italy. In 2015, UBI Banca received the **Italian Banking Association Award for innovation in banking services** in the “Innovare per la famiglia e i giovani” [Innovating for the family and youth] category. In 2016, UBI Banca's Easy City won an award at the **MF Innovation Awards 2016**. The banking group was recognised in the non-financial, digital and other services category, thanks to its service that reinvents the way to shop using your smartphone.

SIA

SIA is a European leader in the design, construction and management of infrastructures and technological services dedicated to Financial Institutions, Central Banks, Enterprises and Public Administrations, in the fields of payments, e-money, network services and capital markets. The SIA Group provides services in 48 countries and also operates through subsidiaries in Austria, Germany, Romania, Hungary and South Africa. The company also has branches in Belgium and the Netherlands and representative offices in England and Poland.

In 2017, SIA cleared 13.1 billion transactions, 6.1 billion card transactions, 3.3 billion payments, 56.2 billion financial transactions and transported 784 terabytes of data on the network.



The Group consists of eight companies: the SIA holding company, the Italian Emmecom (innovative network applications), P4cards (e-money processing), SIAPay (advanced collection and payment services) and Ubiq (innovative technological solutions for marketing), Perago in South Africa, PforCards in Austria and SIA Central Europe in Hungary.

The Group, which currently has over 2,000 employees, ended 2017 with revenues of €567.2 million. For more information: www.sia.eu - jiffy.sia.eu

For more information:

UBI Banca Media Relations

Tel +39 027781 4213 - 4936 - 4938 - 4139

media.relations@ubibanca.it

SEA

ufficiostampa@seamilano.eu

SIA

Media Coordination

Tel. +39 02.6084.2833 - 6084.2334

Filippo Fantasia filippo.fantasia@sia.eu

Valentina Piana valentina.piana@sia.eu