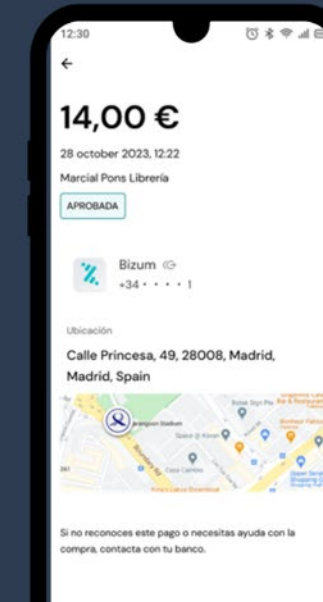
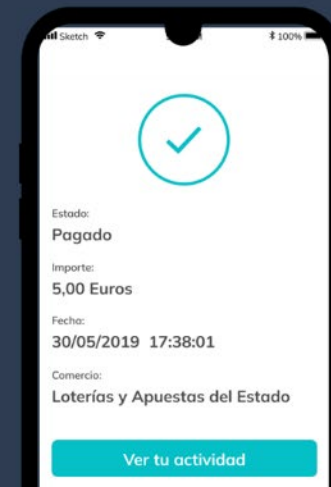
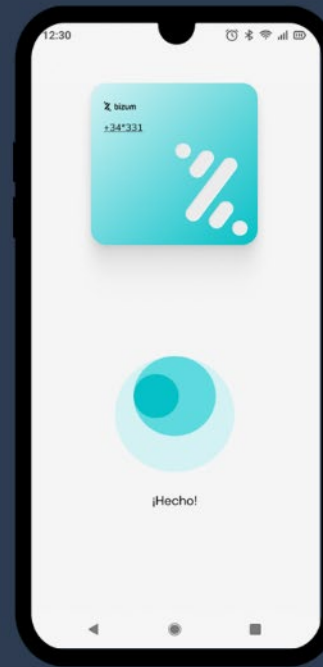
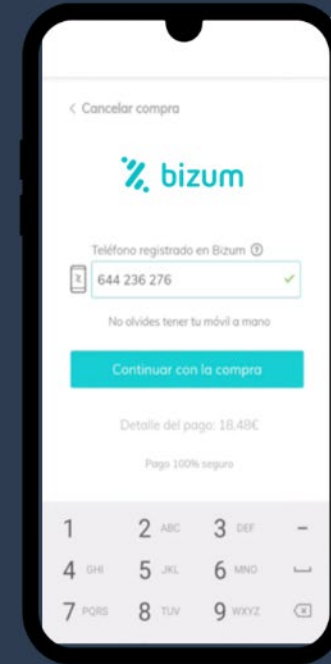
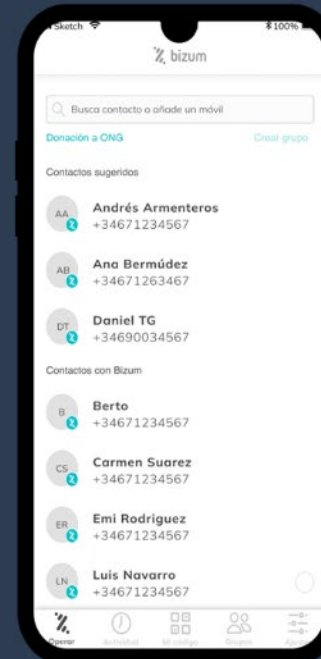




Pioneering EU Instant payments beyond P2P

8th MAY 2025



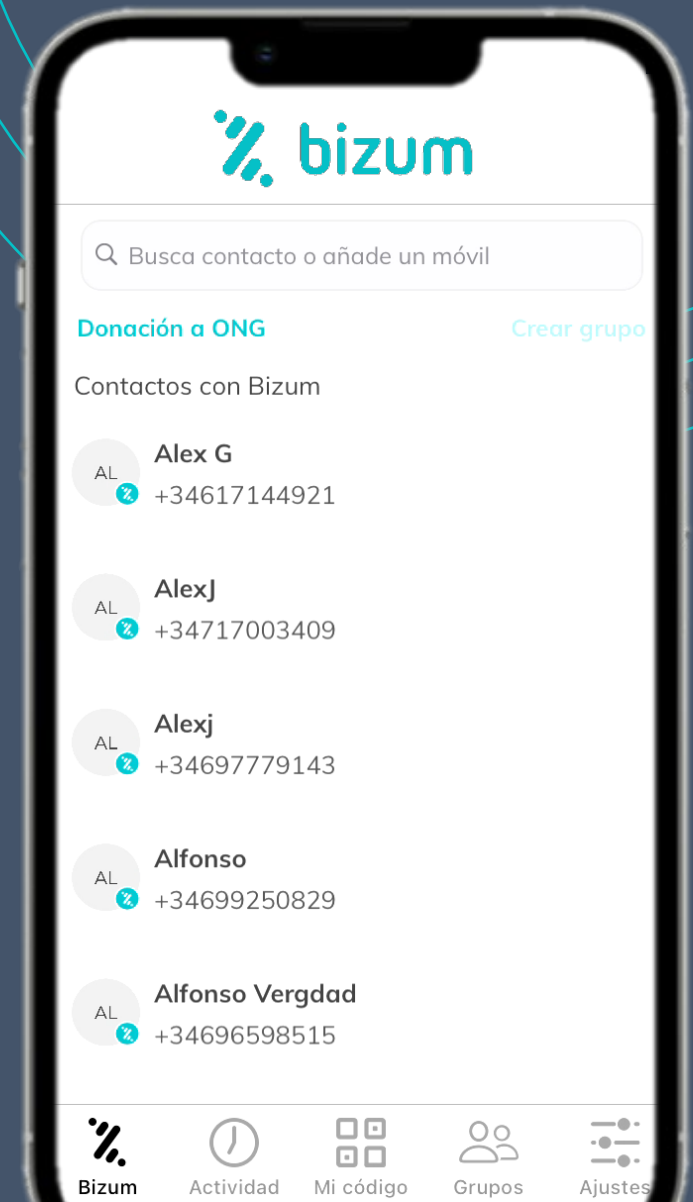
bizum is the...

 fastest

 easiest

 most secure

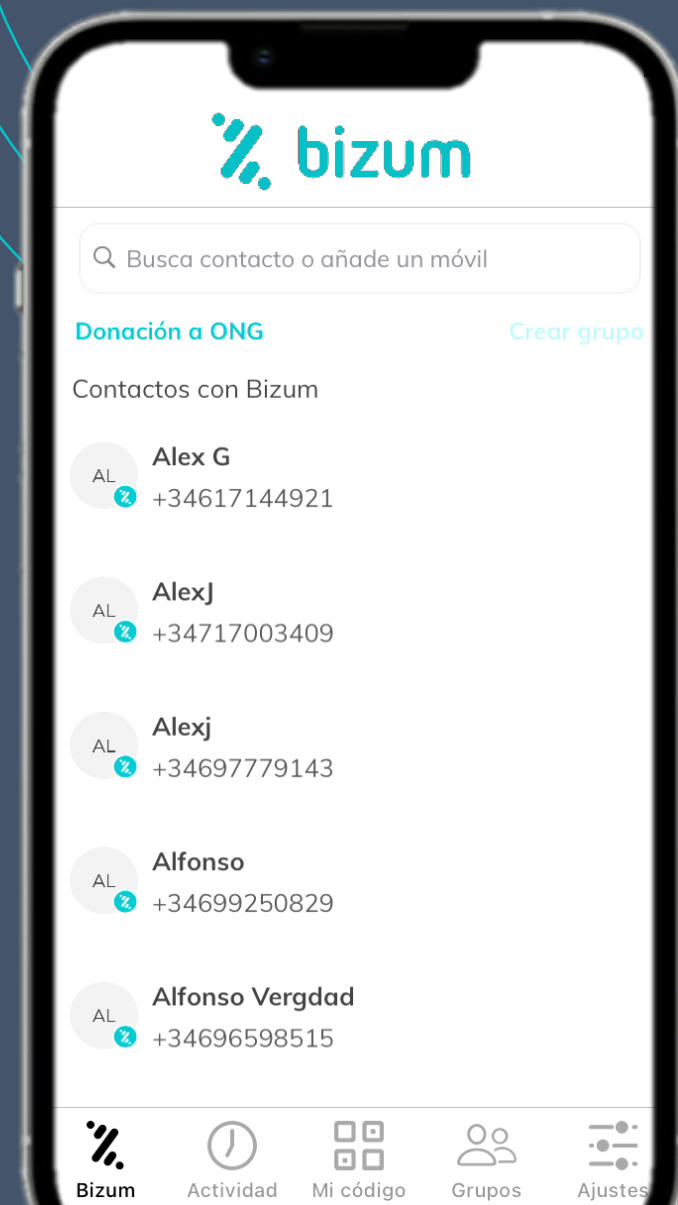
way to make payments



bizum is...



pioneering SEPA Inst
account-to-account
transfers for all its use
cases



Bizum in a snapshot (Oct'16-Today)



+29 M users
(+80% of digital banked population)



7 use cases and growing

Model based on banking industry collaboration



Product with great UX embedded within banking apps

Governance & working groups with stakeholders

(business, legal, marketing, technical, operations...)



Value proposition based on:

- ✓ Immediateness
- ✓ Security
- ✓ Simplicity

iberpay
Always one step ahead

 **Redsys** **cecabank**

Scalable Infrastructure managed by Redsys. Processing carried out by Redsys and Cecabank. Liquidation on SNCE.

Leverage of SCT Inst standards

Market context: Efforts for EU sovereignty

Opportunities and challenges for a Pan-European payments ecosystem

How can Europe build a Pan-European payments ecosystem?

CHALLENGES

- **SEPA solutions are still young and do not fully cover merchant use cases:** Current Legislative proposals should guarantee a level playing field across payment methods. **European standards for point of interaction** are still being developed.
- **Aligning different market preferences and behaviours** to eliminate barriers for cross border payments.
- **Support from European Stakeholders to offer innovative business models** to compete with existing payment methods.

OPPORTUNITIES FOR EUROPEAN SOLUTIONS

- **European players are not giving up on sovereignty** as they have been successful at gaining significant market share in their markets competing with ICS and are willing to invest in solutions leveraging European standards.
- **Existing value-added payment solutions are pioneers on the adoption of SEPA, both from a market perspective,** convincing the market about its benefits, and from a legal standpoint, by contributing to its improvement and evolution to fit market needs.
- **Value-added solutions and SEPA Inst based solutions are a good fit- based on services not covered by non-European players:** P2P – ecommerce – POS. P2P is the easiest way to create market acceptance before jumping into merchant use cases. **Alternative business model not based on interchange fee.**



Source: LinkedIn

Existing payment solutions and SEPA Inst solutions as enablers of a Pan-European market

Banking industry collaboration



Leveraging European Standard SEPA instant payments



Banking associations deliberated jointly the best way to take advantage of a common goal

October 2016, a new company is created

- One Brand -> Pursuing awareness
- Instant transfers performed in banking apps
- Phone number is the base (Phone <> IBAN)
- P2P Starting use case to build critical mass adoption

2025, Bizum is offered by 39 banks

- +99% of market share
- Popular phrase to ask for money: *"Make me a Bizum"*
- Users demanding new uses cases

Bizum's core values

Real time account-to-account mobile payment solution



Instant payments



Easy to activate



Friendly and simple UX



Secure: banking channel



Universal: for all banking customers

RELYING ON VERIFIED USER DATA



- Name and Surnames
- ID number
- Mobile phone number
- Email
- Address
- IBAN, etc.

BIZUM is not a payment initiator provider, but an informational service layer categorized as an arrangement by the supervisor (PISA Framework)

Key figures

P2P is a proven lever to grow and drive traffic towards other use cases

WHO WE SERVE



29,000,000 USERS

79 % ACTIVE MTHLY / **90 %** ACTIVE QTLY.



87,500 ONLINE MERCHANTS



11,000 POINTS OF SALE

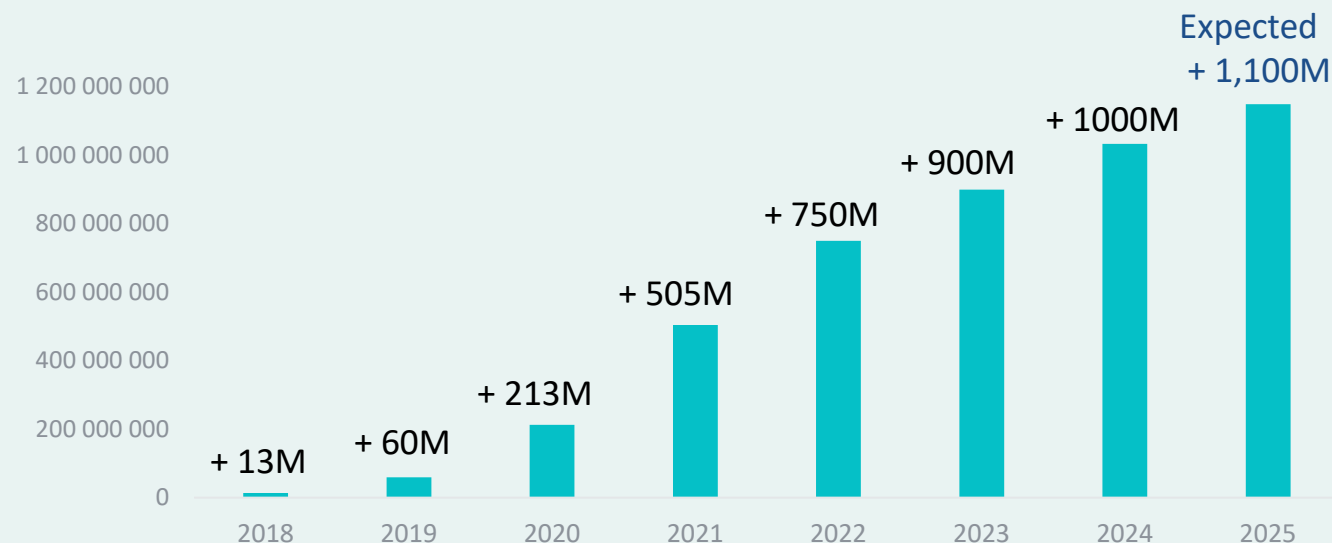


12,500 NGOS



39 BANKS **>> 99 %** MARKET SHARE

TRANSACTION GROWTH SINCE 2018



GOAL FOR 2025



30,000,000
USERS



+84 %
OF DIGITAL
CUSTOMERS IN SPAIN

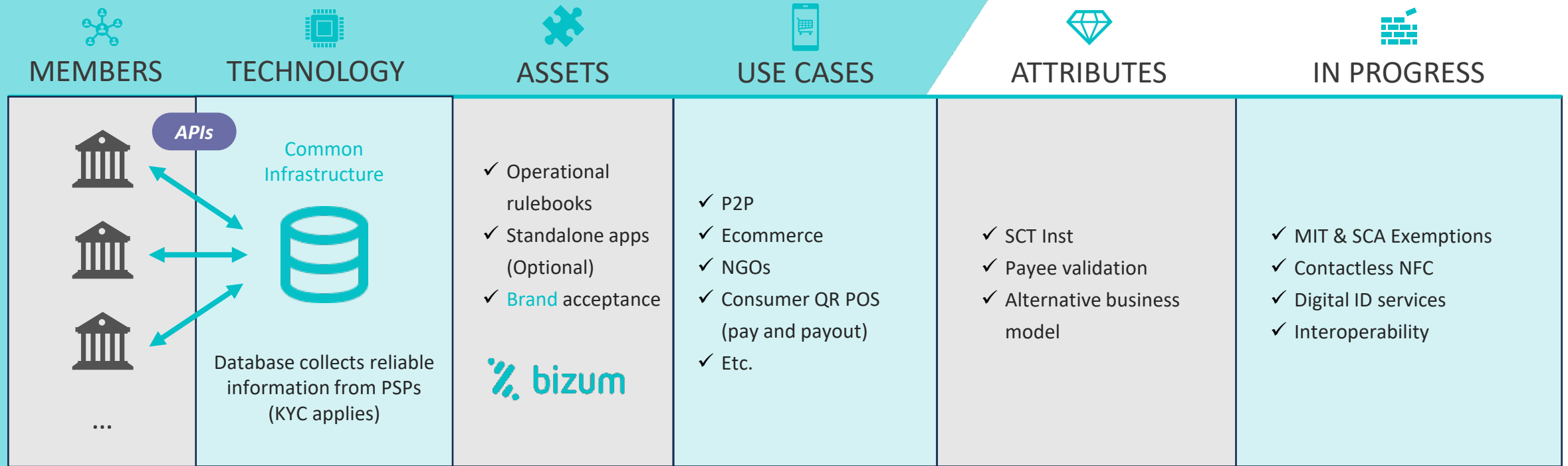
Banking brands offering Bizum

39 banking brands offer Bizum today (Spanish and Andorran Banks)



Potential digital customers in 2025: 35.7 million

Bizum's building blocks



CHALLENGES

SCT Inst is a great standard, but it needs adjustments to compete with other payment instruments. Playing field should be leveled, as instant payments, still lack:

- Preauthorization
- Cancellation
- SCA exemptions by payees
- Recurring payments (subscriptions)...

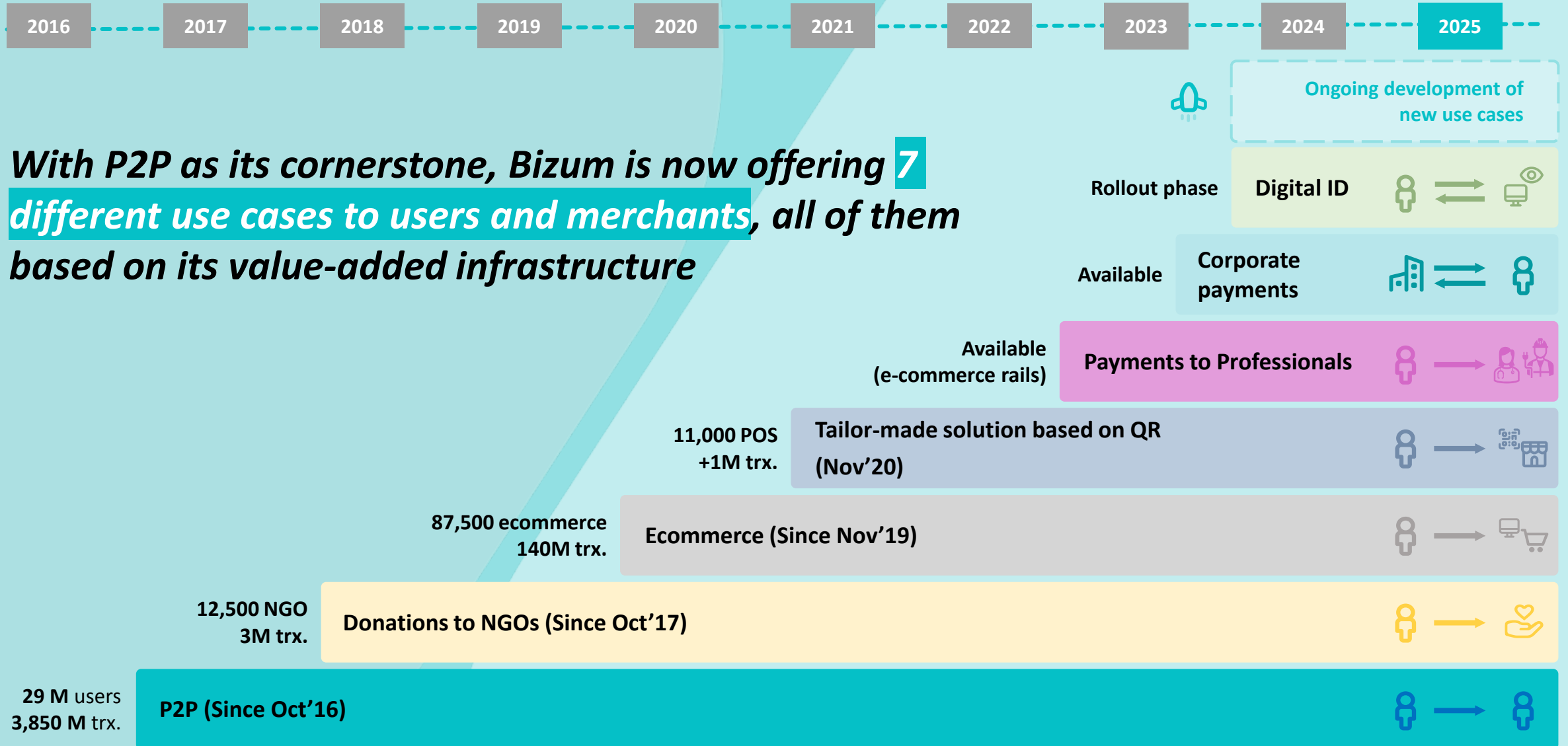


SCALABILITY

Bizum's model is scalable and exportable to other markets:

- Successful cross-border experience adding Andorran banks (with Andorran IBANs) in 2022.
- Directory enabled to use phone numbers from any country.
- Leverage on SEPA Inst transfers as a pan-European payment rail.

Bizum use cases: Beyond P2P



With P2P as its cornerstone, Bizum is now offering 7 different use cases to users and merchants, all of them based on its value-added infrastructure

A user penetration reaching all age groups

2024 user profile



% of Spanish population that are Bizum users

- 80 % of the new users in Bizum join thanks to the word-of-mouth
- +90 % of the total Instant transfers in 2024 in Spain were Bizum operations
- The most valued attributes are speed, convenience, and trustworthiness



Bizum use cases: NFC POS payments



“Tap-and-Pay” NFC payments



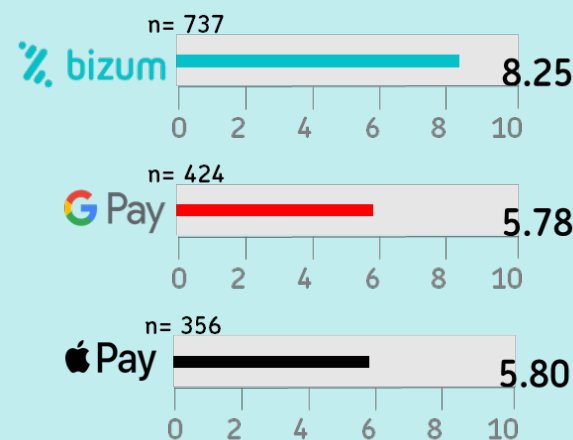
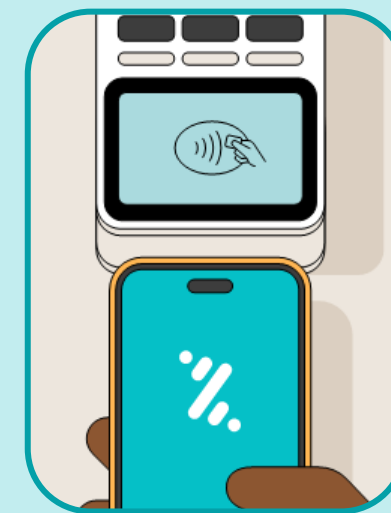
Instant SEPA transfers



Experience on banking apps



Current POS infrastructure



Users consider Bizum their preferred payment Brand, ahead of X-Pays and other payment solutions

Bizum beyond P2P: POS - NFC

Upcoming launch of the first NFC solution based on SCT Inst



“Tap to Pay” payments based on SCT-Inst using NFC (both Android and iOS)



Service embedded inside banking apps



Standalone app (Bizum Pay) as a complement to provide a winner UX



Smooth implementation into existing POS terminals



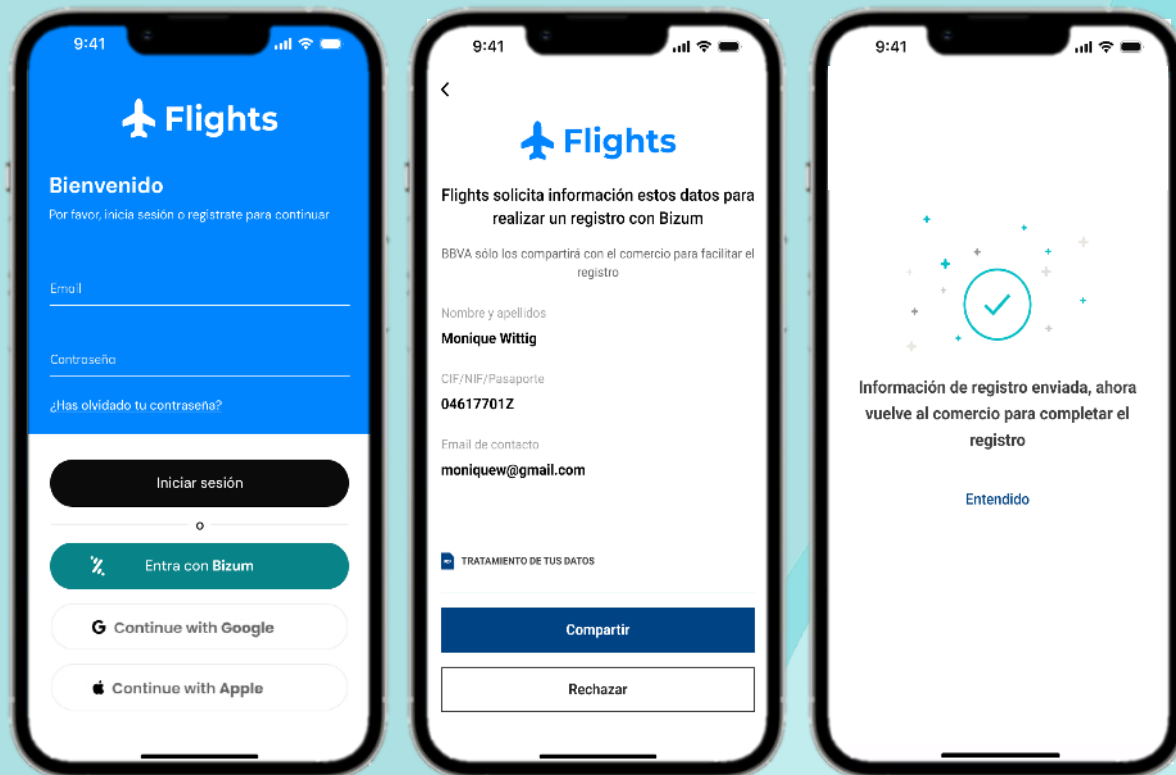
We accept



Bizum use cases: Digital identity

 Sign up with Bizum

 Login with Bizum



Key features for merchants



User identification with Bizum:

Customers can easily identify themselves in the merchant/digital app and enjoy a secure login service.



Simplification of the purchasing process:

Ability of simplifying the purchasing process by eliminating passwords in the user's interaction with the website/app.



Verification of user identity.:

Ability to obtain verified information on the identity of users (ID card, name, surname, etc.).



Validation of the user's own data

Ability to validate the information previously collected from the user with the data provided through Bizum.

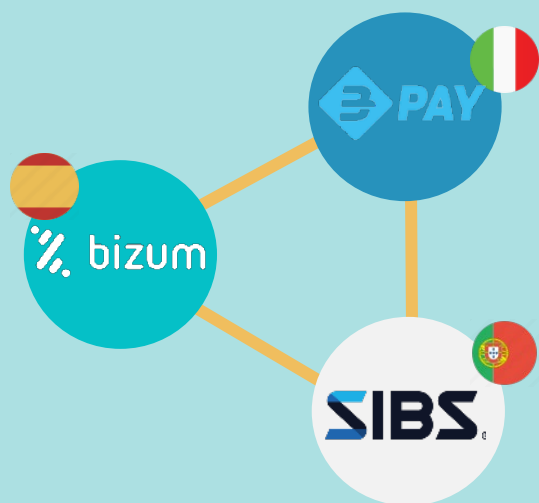


Confirmation of legal age

Ability to validate whether or not a user is of legal age during the registration process if the user identifies with Bizum.

Bizum use cases: P2P Interoperability

Interoperability as a catalyst for a sovereign, robust and pan-European payments market



EuroPA

VISION

Interoperability for P2P payments leveraging on SEPA Instant transfers, with sights on extending its reach to other use cases in later stages (e-commerce or POS payments).

FOOTPRINT

Initial focus connecting these 3 solutions which cover 4 European markets, **open to engage with other European solutions** (for instance, other EMPSA members, EPI, etc.).

TECHNICAL APPROACH

Reusing existing infrastructure and technical components currently in place for each solution to minimize efforts and investments.

BRAND

At least during the initial phase, **leverage the high recognition of each of these brands** in their respective markets.

This initiative **shares the same key objectives as the ones defined by the Eurosystem for any Pan-European payment solution** (as per the ECB's "Retail Payments Strategy for 2024 and beyond")

Bizum use cases: P2P Interoperability

Respecting Bizum's UX to send money to other countries

2024-25 achievements

By Q2 2025, Full P2P connectivity with MBWAY & Bancomat



What's next?

- Conversations with 4 additional solutions to join EuroPA
- Ambition to start exploring P2eM/P2M use cases after P2P full rollout

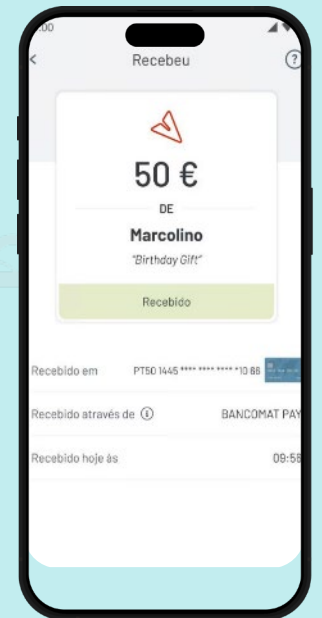
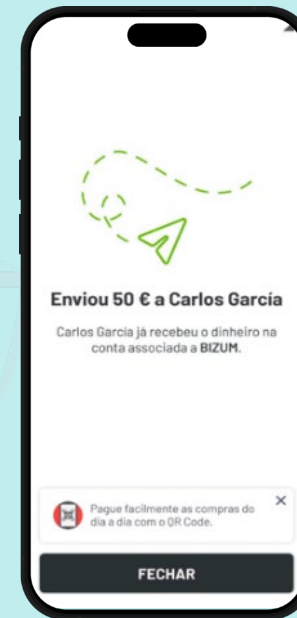
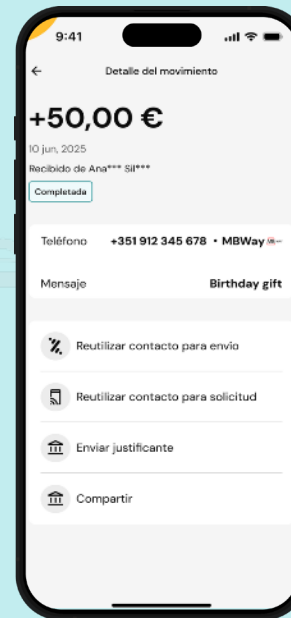
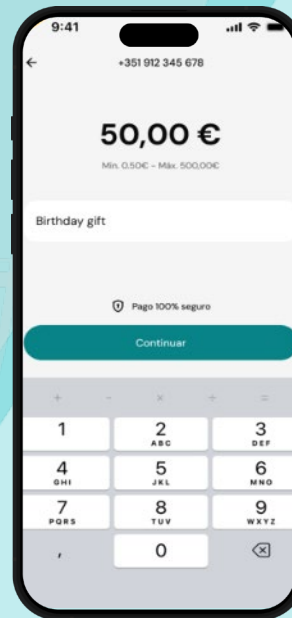
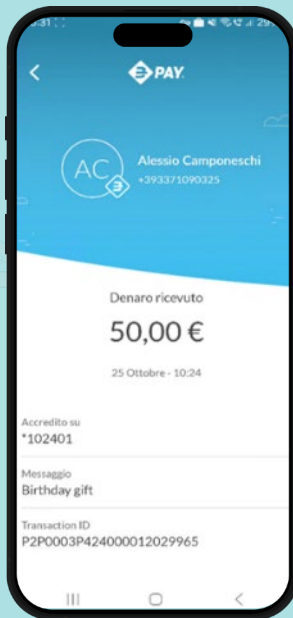
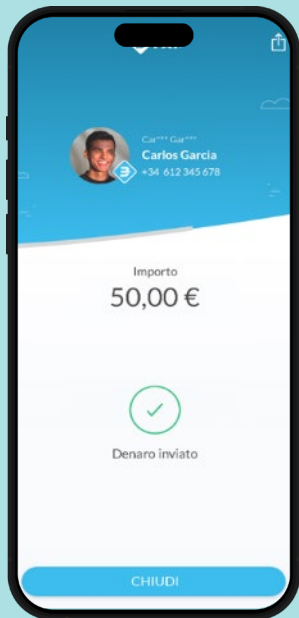
BANCOMAT



bizum



MB WAY



Governance: Shareholder & Participants

Bizum dominates the market in Spain since inception, outside of Spain the footprint is continually growing with expansion into Andorra and the creation of an alliance with Italy and Portugal

BIZUM'S GOVERNANCE MODEL



Two type of joining options are possible: Shareholders and/or members

- 22 shareholders (20 are members)
- Spanish & Andorran participants need to:
 - Have an operative Banking license
 - Be connected to Instant Payments.



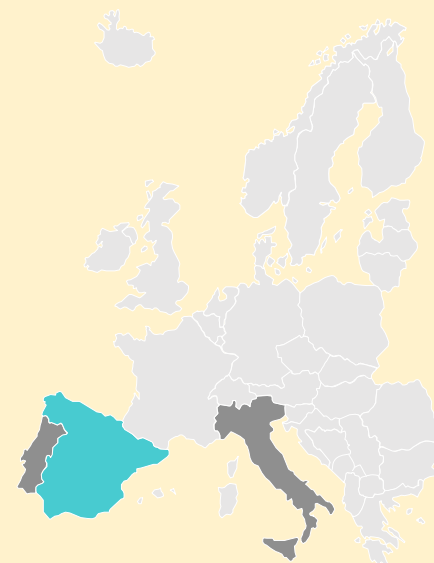
Governing Bodies:

- Board: Composed by members from 8 shareholders
- Working groups: Decide on operational topics and define proposals for the Board.



Rights and obligations for participants:

- Offer the existing use cases at the same level in a dedicated channel on the mobile banking app (coordinating service availability across banks)
- Ensure the accuracy of information in Bizum's directory and compliance with Rulebooks.



■ Bizum current market

■ EuroPA initiative

- Bizum's model is based on banking industry collaboration, governed by banks with no involvement from other types of companies
- Implementation of Bizum in Andorra, enabling connectivity with international bank accounts
- Strategic alliance with Italy & Portugal via the EuroPA initiative

Bizum is open for new banks and countries to join its platform (e.g. Andorra in 2022)

What's in it for the banks? Key Drivers



Higher banking customer engagement and customer retention

- Tendency to have Bizum as daily account. Bizum fosters loyalty between a customer and its bank. Around 80% of users have been active clients of their bank for +5 years and less than 1.3% of users change their Bizum profile between banks (portability) on a monthly basis.
- Bizum helps driving higher traffic to banking apps (+40 average trans/user/year).



Network Effect & Scalability

- Positive feedback loop: Bizum's widespread adoption (53% in Spain vs. 19% in Europe) encourages financial institutions and merchants to integrate the solution.
- Seamless integration with existing banking apps, allowing easy money transfers and stronger digital engagement.
- **Flexible business model**: Supports multiple use cases (SCT Inst) for issuers and acquirers, making it adaptable for expansion in domestic and European markets.



Competitive Positioning & Business Model Sustainability

- Defensive strategy against X-Pays and fintech challengers.
- New entrants seek to integrate Bizum to compete effectively in retail banking.
- Cash displacement benefits banks, with cost savings projected at +60M EUR in 2024.
- Innovative payment models built on instant payments improve monetization and infrastructure efficiency.



Compliance, Security & Value-Added Features

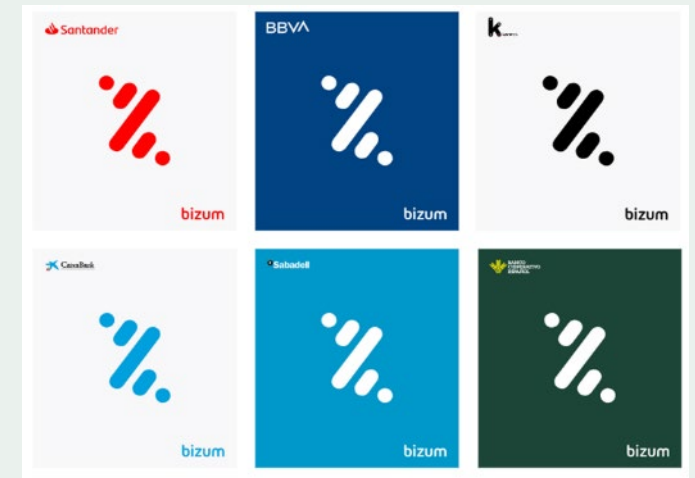
- Meets Instant Payment Regulations, fully leveraging SCT Inst for all use cases.
- Multi-factor authentication, payee verification, fraud monitoring, and dispute resolution enhance trx security.
- X-selling opportunities: KPIs show that customer engagement doubles within banking apps when using Bizum.
- Bizum's embedded features help merchants optimize online and POS payments.



What's in it for the banks? Engagement



Bizum's brand adapts to each bank for easier recognition and integration in mobile apps

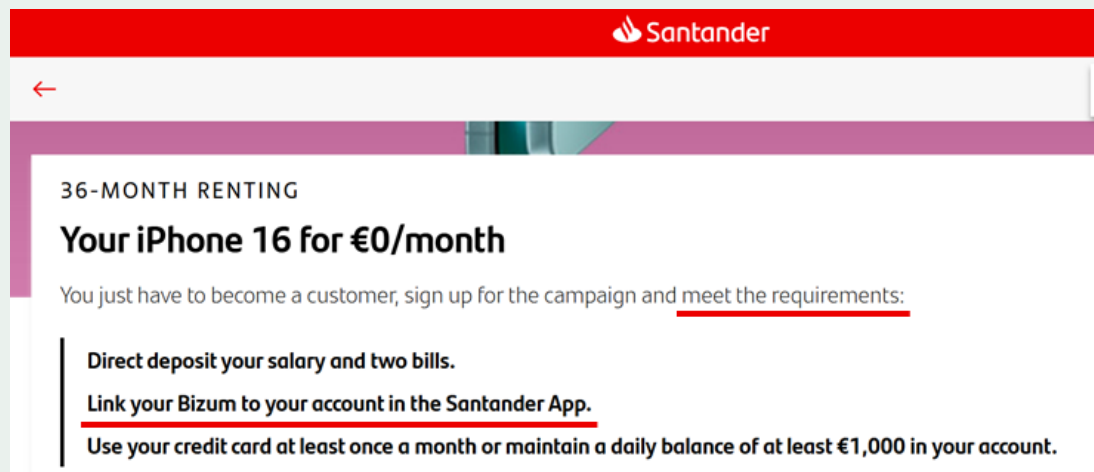


Considered nº1 reason to access a banking app, Bizum is placed at the forefront of bank digital channels

- Nº1 transactional feature in mobile banking apps.
- Leverage on existing processes to guarantee security with a convenient UX (ex. onboarding in less than 1 minute)

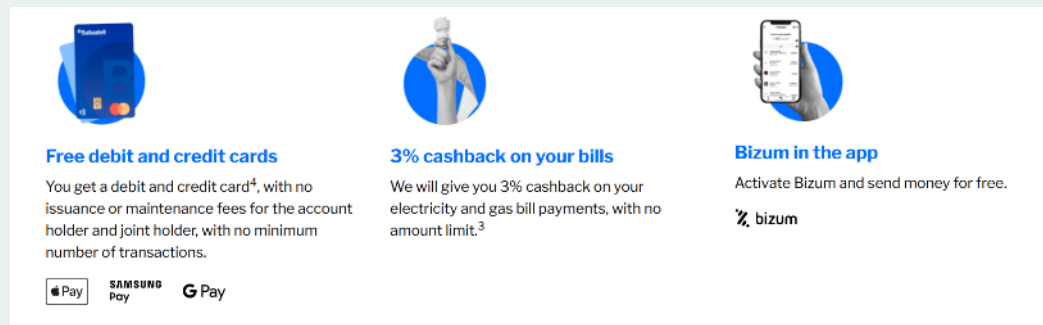
What's in it for the banks? Cross-selling

Bizum as a main bank indicator



Banks set enrollment with Bizum as a requirement for clients to gain access to promotions or remunerated accounts

Bizum as a “must have”



Retail banking customers in Spain consider Bizum a “must have” feature when choosing who to bank with

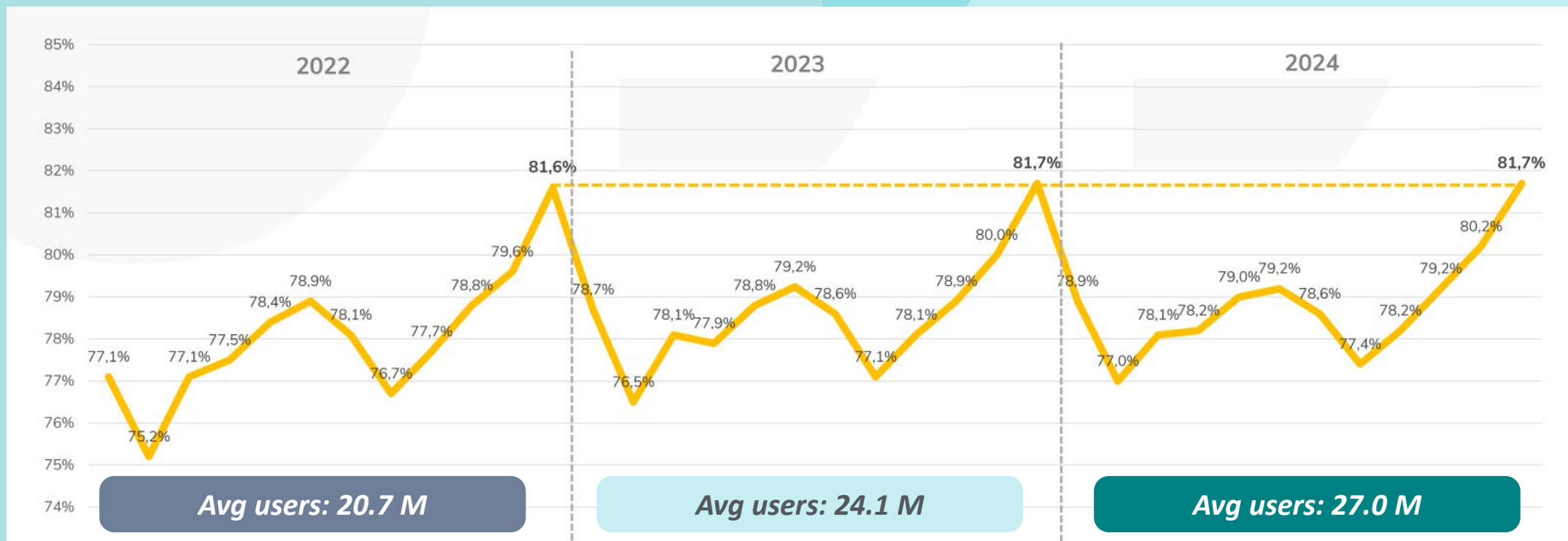
Cross-selling & differentiation



Banks can create new services on top of Bizum and advertise it to users (ex. Bizum for under 18, BNPL, etc.)

What's in it for the banks? Cross-selling

Bizum user activity across time













After 8 years, **Bizum's activity remains at all-time high ratios** (+80% monthly and 90% quarterly), proving its value as an engagement driver towards users that also helps creating new business opportunities.

Conclusions – Keys for Bizum's success

Banking sector's response to a demand in P2P instant payments

Bizum's 10 key learnings that help explain its success building an Instant Payments solution

-  **Open Framework:** Participation is open to all credit institutions (registered and supervised by Central Bank).
-  **Coo-petition:** Free competition between participants to enrol users and offer value added services on top of a common standard (free competition on prices, promotions, and additional features).
-  **Sustainable Business model:** Ensuring a fair remuneration to participants and mitigating the potential cannibalisation of other payment instruments.
-  **Governance:** Smooth decision-making process and adequate representation of participants to contribute during roadmap definition/execution processes.
-  **User experience:** Homogeneous and attractive to users for its convenience (minimum common UX requirements across all banks).
-  **Common brand:** Allowing for easier recognition and joint marketing campaigns.
-  **User trust in the Ecosystem:** Leveraging on bank's secure processes and existing relationship with users (better reputation than other players regarding data sharing and safety).
-  **P2P as the catalyst for growth:** Free service to capture a critical mass that allows for network effects.
-  **Goal: Cash displacement** and not the substitution of other existing instruments (controls to avoid wrong use of the service).
-  **Continuous evolution:** Rollout of new features and use cases to ensure that Bizum stays up as the leading and most innovative solution, always with a Business case supporting every decision.

THANK YOU FOR YOUR ATTENTION



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*Chief of Business Development
& International expansión*
fernando.rodriquez@bizum.es



[Contact in LinkedIn](#)

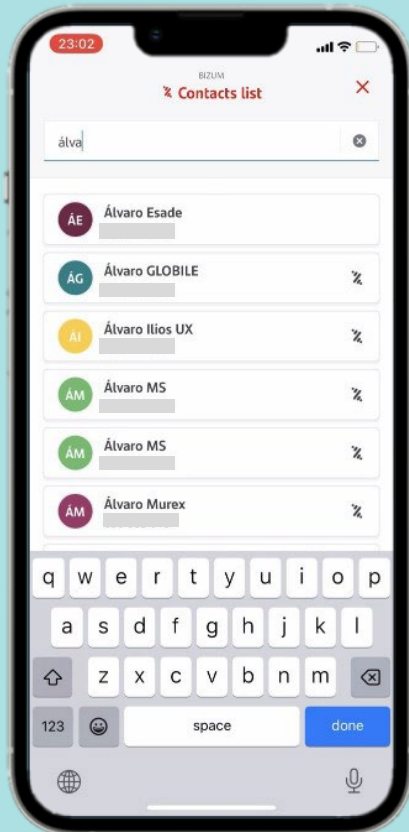


Martín Azcue López
New Projects & Innovation
lead
martin.azcuel@bizum.es

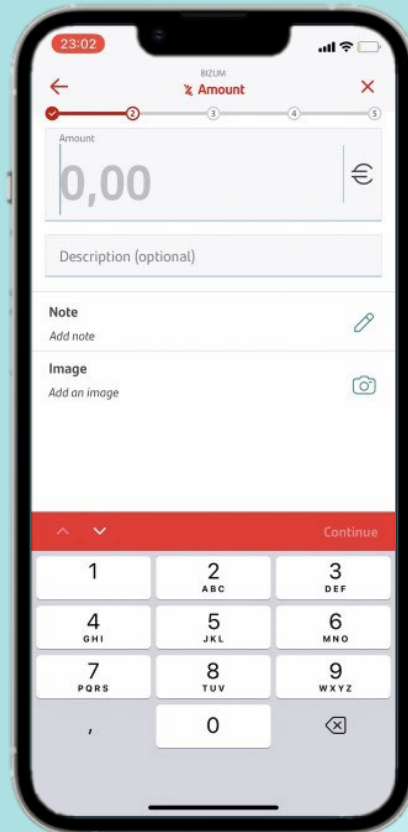


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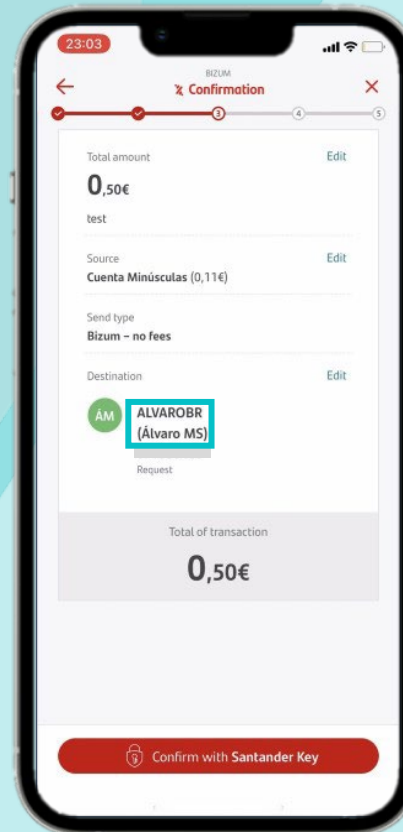
Bizum use cases: P2P



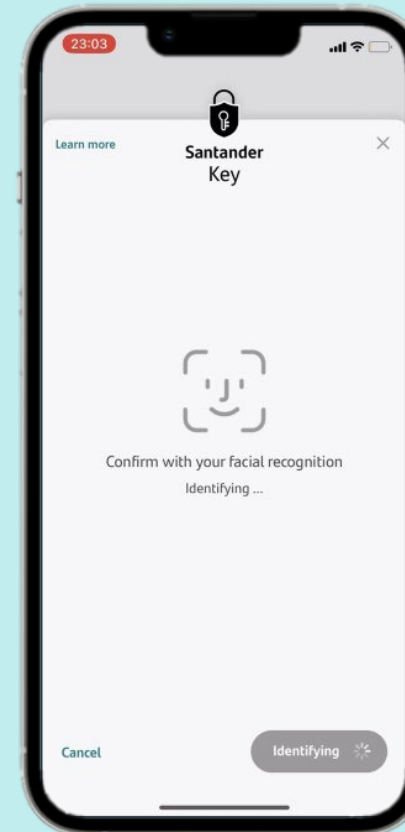
User selects a contact from their contact list. Contacts registered on Bizum are shown with a Bizum logo.



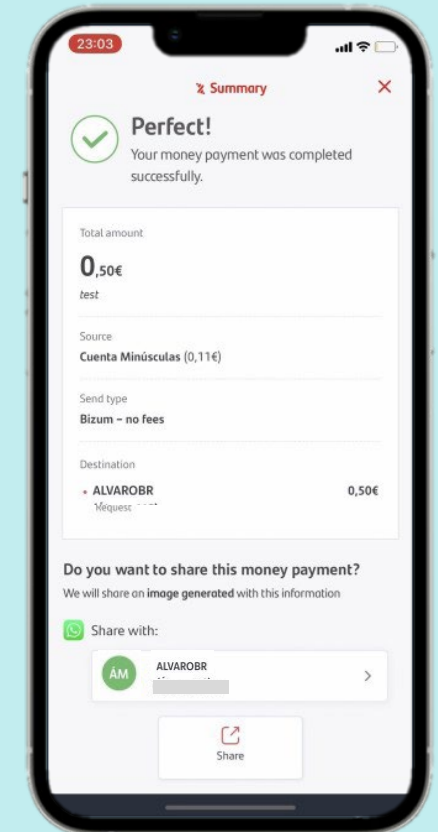
User inputs the amount to send and, optionally, a subject and attachment



User is shown their contact's alias as a Confirmation of Payee that helps ensuring the beneficiary's identity



2FA to confirm the purchase and authenticate the payer



Confirmation screen

Bizum use cases: e-Commerce

PSD2 compliant, instant-transfer based shopping experience

SOME MERCHANTS THAT OFFER BIZUM PAYMENTS



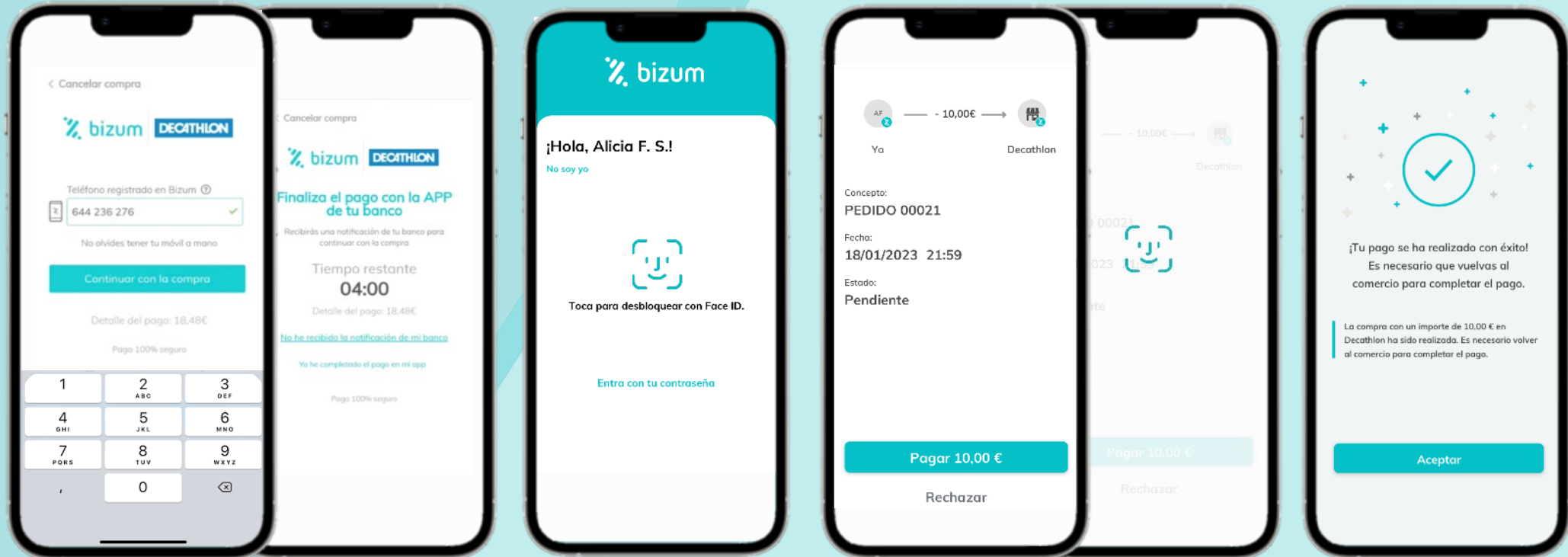
Average purchase time under
22 seconds



Bizum

ahora

Has recibido una solicitud de pago de Decathlon por 10,00€. Pincha aquí para confirmar y finalizar la compra.



User chooses Bizum as the payment method and enters their phone number to start the payment


User receives a push notification and accesses their banking app to confirm the payment


User confirms the payment with the authentication factors required by their bank (biometrics, an OTP). Then, customer receives the confirmation of the payment in their banking app

Bizum use cases: Recurring payments

Subscriptions based on MIT transactions

Creación del primer mandato

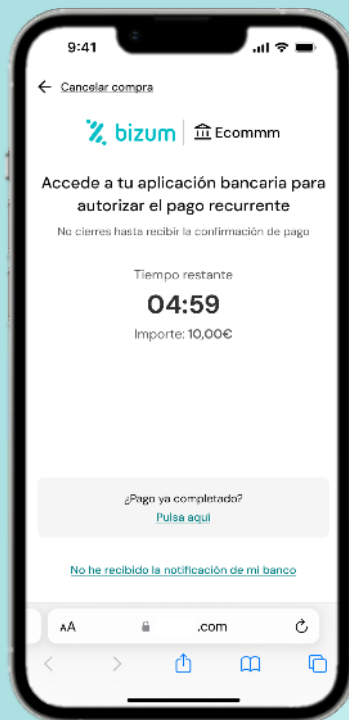
 **Bank** 9:41 AM
Solicitud de pago recurrente de Comercio

 **Bank** 9:41 AM
Se ha realizado un pago recurrente con Bizum en Comercio

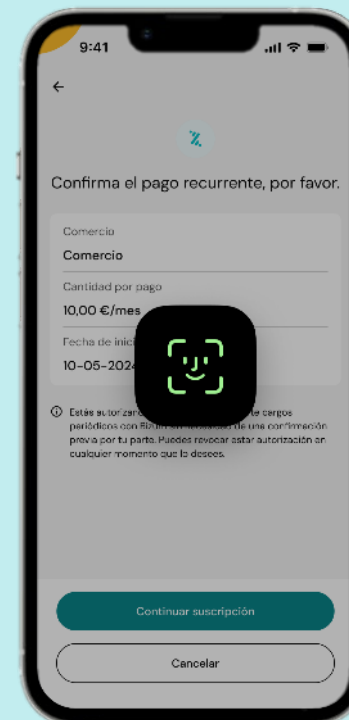
User may receive a notification in his banking app every time the subscription is charged in his account



User chooses Bizum as payment method



User receives a push notification and enters his banking app



User confirms the subscription

