



Press Release

Mobile payments expanded to KBC/CBC and Bancontact/Mister Cash apps in the stores of Colruyt Group

Hal, 9 November 2015. After having launched mobile payments via the SEQR application in all physical brand stores and online stores, the Colruyt Group is extending this option to applications offered by KBC/CBC and Bancontact/Mister Cash. This alternative is rolled out from today and will be available in 400 Colruyt, OKay, Bio-Planet and Dreambaby stores as from 13 November. It will be rolled out to Dreamland and Spar at the start of 2016. Payment by smartphone has seen a significant increase since its launch last spring.

How to pay using your smartphone

The two apps can be downloaded from the App Store, Windows Phone Store or Google Play. For the KBC/CBC app, you need to hold an account at one of the 2 banks. For the Bancontact/Mister Cash app, you need to be a customer at one of the 19 participating banks.

Payment in store via your smartphone is fast, simple and reliable and does not require use of a bank card and card reader. Furthermore, it's free for the client.

To pay, all you need to do is connect in store via the "Colruyt Group Wifi", which will allow for a connection even if the GSM coverage is insufficient, then scan the QR code at the till and confirm the amount using your pin number.

An increasingly popular payment method

For Colruyt Group, the expansion of mobile payment solutions is a logical step following the introduction of SEQR last spring. It is a way of passing on the benefits to a greater number of people. Since its roll out in all of its stores last spring, smartphone payments have seen a significant increase. "We are fast approaching the 100,000 transactions threshold, in just a little over 6 months since the launch of mobile payments in our stores", explains Michel Van Mello, project manager at Colruyt Group. "This represents nearly 16% of all mobile transactions processed on the Belgian market. It's therefore a resounding success! We are delighted to have found, in KBC/CBC and Bancontact/Mister Cash the ideal partners with which to champion and accelerate up this method and allow our clients to manage their purchases in an increasingly simple and efficient method. "

Shop and pay with your smartphone: it's completely normal

Payment by mobile is riding high. "Currently, more than half a million KBC/CBC customers use their smartphones for bank transactions. And this number is only set to increase", explains Ivo De Meersman, Payments and Cards Director at KBC/CBC. "This is how our clients show us just how important it has become for them to be able to make transfers, save or pay bills where and when they need to, quickly and in a completely secure system. It is our clients that direct us to which innovations we should be focusing and this increase has shown us that we are meeting their expectations. Within this context, thanks to our collaboration with Colruyt Group, we are able to offer customers of KBC, CBC and KBC-Brussels a large network of stores in which they can pay for their purchases by smartphone. KBC/CBC is the first bank to offer this service in Belgium. Also, by integrating the Bancontact/Mister Cash mobile solution, KBC/CBC and Colruyt Group make it possible to pay by mobile phone in store for more than one and a half million users. "

For more information

Jan Derom, press officer at Colruyt Group. Tel.: 02 363 55 45 or 0473 92 45 10.

Email: jan.derom@colruytgroup.com

Ilse De Muyer, Corporate Communications Manager KBC Group. Tel.: 02 429 29 15 or 0470 99 28 10

Email: pressofficekbc@kbc.be

About Colruyt Group

Colruyt Group is active in the distribution of food products and non-food products throughout Belgium, France and Luxembourg, with around 500 stores under its own management and over 500 affiliated stores. In Belgium, these stores include Colruyt, OKay, Bio-Planet, Dreamland and Dreambaby and affiliated stores Spar and Spar Compact. In France, in addition to the affiliated stores Coccinelle, CocciMarket and Panier Sympa, the group also boasts some 70 Colruyt stores. The group is also active in the food service sector (delivering to hospitals, company kitchens, businesses within the hotel and catering sector) in France (Pro à Pro) and in Belgium (Solucious). The other areas of activity include fuel distribution (DATS 24), digital printing solutions and document management (Symeta) and green energy production. Colruyt Group employs over 28,000 staff and achieved an annual turnover of 8.9 billion EUR in 2014/2015. Colruyt is listed on the Euronext Bruxelles (COLR) stock exchange under code ISIN BE0974256852.

About KBC Group

KBC Group is an integrated banking/insurance group primarily serving retail, private banking, SME and midcap clients. We concentrate our activities to our strategic markets which include, Belgium, Czech Republic, Slovakia, Hungary and Bulgaria. We are also active in Ireland and to a lesser extent in several other countries for the purpose of supporting our business clients from our strategic markets. In Belgium, KBC Group operates under the names KBC, CBC and KBC Brussels.