



Press release

Brussels, 2 August 2018

Buying digital M-tickets for bus or tram journeys directly from *De Lijn* with the KBC Mobile app soon to become a reality.

- KBC is further expanding its offering of non-financial services provided by selected partners via KBC Mobile. This follows hot on the heels of the 4411 and Monizze services already offered in the app. In just a few weeks, 4,363 people used 4411 and Monizze was consulted almost 13,000 times.
- From autumn onwards, customers will be able to use the KBC Mobile app to buy digital tickets for bus or tram journeys from *De Lijn* and pay for them straightaway.
- No need for customers to install a new app, as the service is integrated into the mobile banking app of KBC/CBC and KBC Brussels.

From autumn onwards, customers can use the KBC Mobile app to buy digital tickets for bus or tram journeys from *De Lijn* and pay for them straightaway from their current accounts. People who do not frequently use *De Lijn* can travel on its trams and buses for a 60-minute period using a so-called 'M-ticket'. This type of ticket is also valid on the coastal tram service. Costing in the region of 1.80 euros, the M-ticket is today's low-cost alternative for those who occasionally use *De Lijn* services.

KBC Mobile users don't even need to install an additional app on their smartphone or create a new account. All they have to do is enter their mobile phone number, select *De Lijn* in the KBC Mobile app and then the account to be debited when making payment. As soon as that choice has been made, the 60 minutes' travel time starts. If there is a ticket inspection, the active session(s) can be seen in the app's start screen and the digital ticket displayed.

Karin Van Hoecke, KBC's General Manager for Mass Retail had this to say: 'KBC is looking to provide its customers with even more convenience and ease-of-use. That's why we are continuously expanding the KBC Mobile app – which is increasingly being used by our customers and is highly valued by them – and adding new features, including those for non-banking services provided by selected partners. De Lijn had been on our wish list for some time, but users had also been suggesting to us that we add them. De Lijn meets a real need for our customers and fits in perfectly with our already existing partnership with 4411. We are now in a position to offer motorists and users of public transport a solution in our Mobile app. Indeed, paying for parking or buying a ticket for De Lijn has never been easier.'

Roger Kesteloot, Director-General De Lijn: "With the KBC mobile app, we are making it even easier to pay for buses and trams. Last year, 12 million digital tickets were issued, i.e. 60 percent of the total. In the meantime, you can buy all standard tickets with your smartphone: a one-way ticket, a ten-ride ticket and a day pass. Now that KBC is the first major bank to offer the m-ticket, the ease of use for our travellers is of even greater convenience".

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