



Zwipe Establishes Regional Presence in the Middle East & North Africa Region and in India

Oslo, Norway – 12 April 2021 – On the back of strong interest from card manufacturers, card bureaus and issuers in the MENA Region and in India, biometric technology company Zwipe has established presence in these two key regions by appointing a General Manager for the Middle East and North Africa (MENA) Region and entering a collaboration with a Strategic Business Partner in India.

Ramzi Saboury, Zwipe's newly appointed General Manager in MENA

Mr. Saboury has a distinguished career spanning over 26 years within Payment Services at leading banks in Kuwait, as regional GM for Levant at Visa Inc. and as CCO at areeba. During these years, he has successfully established many financial services, most notably within contactless payments and mobile technologies. In 2018, Mr. Saboury was awarded by the Asian Bankers Organization "The 50 Most Promising Young Leaders in the Banking and Financial Services industry for APAC and the Middle East Regions".

"Zwipe's decision to strengthen its position in MENA fits perfectly with the transformations that are taking place in the global payments market. I am delighted to have joined Zwipe's team and I am already busy driving biometric payment cards and Zwipe Pay ONE in a region that is very keen for such advanced solutions," says Ramzi Saboury.

Masterline, newly appointed Strategic Business Partner in India

Zwipe has also entered a collaboration with Masterline as Strategic Business Partner to accelerate deployment of the Zwipe Pay ONE platform in India and key markets in the Middle East and Africa (MEA). Masterline possesses a proficiency from over 20 years of driving sales and deployment of smart card products, SIM cards and recharge scratch cards. It is a seasoned and well-connected player in the field of fintech and payment solutions in the region and beyond.

"The Masterline team and I are delighted to proactively assist the on-the-ground customer and go-to-market partner on-boarding on behalf of Zwipe in these regions. We are promoting the disruptive Zwipe Pay ONE platform both to smart card manufacturers and banks. There is significant market interest and we see great potential for biometric payment cards in India and elsewhere," says Naresh Nanda, Founder and Managing Director of Masterline Group.

Commenting on these developments, André Løvestam, CEO of Zwipe, says *"Our end-to-end, one-stop-shop offering to enable launch of biometric payment cards is welcomed by players across the payments value chain, both in the MENA region and in India. Ramzi's expertise in driving payment innovations to successful businesses in the MENA region and Masterline's formidable track record in scaling smart card products in India and certain MEA markets will be*

key in accelerating the mass market deployment of Zwipe Pay ONE-powered payment cards”.

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About Zwipe

Zwipe is pioneering the next generation contactless payments experience, providing biometric payment cards components and wearables technology that enable consumers to authorize transactions with their fingerprints without compromising their privacy. Together with an ecosystem of partners including global brands within digital security and financial services, Zwipe is "Making Convenience Safe & Secure" for banks, merchants and consumers. Zwipe's solutions address the hygiene and data theft pitfalls inherent in traditional authentication methods. Headquartered in Oslo, Norway, with a global presence, Zwipe is leading the next great shift in payments from contactless to contact free. To learn more, visit www.zwipe.com.

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About Masterline

Masterline has effectively, since 1994, delivered telecom and fintech solution whilst expanding its sales footprints in 30+ countries. A veteran in sales and supply of recharge cards and smart cards industry, along with strategic telecom devices & fintech solutions, Masterline has provisioned companies in serving over 27 million mobile users across the world. With 27+ years of experience, Masterline group, works with cutting-edge technologies, exceptional strategic planning, keeping prime thrust on global aspirations while guaranteeing complete client satisfaction. For more information, visit www.masterline.in

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