

"Poste pay" Spa launched Italy's digital payments leader

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PostePay SpA, Italy's largest Electronic Money Institution (EMI) is launched today, bringing together Poste Italiane's assets and expertise in payments and telecommunications.

As presented in the Deliver 2022 strategic plan, PostePay SpA integrates the telecommunications services offered by PosteMobile SpA with its electronic money and payments systems, becoming a digital service provider for consumers, businesses and the Public Administration.

"We are proud of this achievement as part of our Deliver 2022 Plan", commented Poste Italiane's CEO and General Manager, Matteo Del Fante. "From today, the largest digital payments platform will begin operating in synergy with Italy's most widespread distribution network of post offices. We can therefore consolidate our role as a driver of the country's development and innovation. The solutions offered by PostePay SpA will enable households, businesses and Public Administrations to benefit from quality services and secure, easy-to-use products."

PostePay SpA aims to fully leverage Poste Italiane's distribution channels by adopting a

"hybrid" model, combining Italy's leading physical network and the digital space, accelerating the country's development. PostePay SpA can count on a strong customer base with 4.08 million PosteMobile SIM cards, 26.2 million payment cards (including 19 million prepaid cards) and 2.2 million digital wallets. PostePay SpA is a centre of expertise within the Poste Italiane Group, with the aim of interpreting and leading the change in consumers and companies behaviour with the creation of new integrated channels, products and services, above all in e-commerce, acquiring and mobile and digital payments.

The launch of PostePay SpA forms part of Poste Italiane's digital transformation in response to an ever changing competitive scenario in the payments sector taking advantage of opportunities arising in the market.

Source: [Poste Italiane](#)