

**PRESS RELEASE**

Athens, November 2nd, 2020

# **viafintech introduces the first digital ATMs and digital cash payment services in Greece**

viafintech launches alongside with the Bazaar supermarkets.

The Berlin based company viafintech (which is known in Germany with the product brand Barzahlen), with the largest private cash infrastructure in the DACH region, is expanding internationally by entering the Greek market. viafintech enters the market by a cooperation with the Bazaar supermarkets, which are members of the Verouka Group A.E. In more than 110 stores this cooperation will enable customers in Greece to deposit and withdraw cash from their current bank account directly from their smartphones. Online shops and billing companies like utilities or telecommunication companies can also integrate the viacash service in order to provide their customers with an easy way to pay their bills or receive reimbursements in cash at our partner stores. viafintech is the first company which will provide this service in Greece. The vision of viafintechs' product viacash is to integrate itself into the daily life of Greek consumers.

Antonios Peppas, General Manager Greece, explains: "Companies with a high cash usage that want to use a smarter cost efficient infrastructure will benefit from a cooperation with viacash. Also supermarket chains that want to expand their core product offering and offer value added services to their customers can integrate the viacash service. Until now the greatest market response is observed from the banking industry, which is why initial talks with banks on future partnerships have already taken place. Due to the wide range of viafintech's solutions and in addition to traditional bank transactions, viacash can be applied to any company that wants to offer their customers with an easy cash deposit & withdrawal solution ,from online purchases to rental payments. Our product will launch in Greece alongside the Bazaar markets with further partnerships to follow."

The viafintech concept has a high success potential in Greece, as cash is one of the most popular means of payment. According to the World Cash Report (2018), 77,6% of the Greek market's transactions are made in cash. Furthermore, 60% of the online purchases take place with cash on delivery.

Mr. Peppas has a logical explanation for the popularity of cash: „Cash as a natural means of payment gives people a sense of security and control over their spending which is extremely important, because of the current economic situation. Especially in a world where data information is extremely valuable, cash secures the privacy of the consumers.“

**Contact:**

Lena Schulze Aquack  
Tel.: +49 30 346 46 16 28  
media@viafintech.com  
www.viafintech.com

**viafintech**

Wallstraße 14a  
10179 Berlin  
Germany

**Management:**

Achim Bönsch  
Sebastian Seifert  
Junichi Takemura  
Andreas Veller

Registered at Local Court  
Berlin-Charlottenburg  
HRB 136749 B

viacash and Bazaar: An opportunity for the Bazaar supermarkets

The CFO of Bazaar markets Mr. Spyros Petsalis sees high potential through this partnership: "As a family business, which has been operating in Greece for 25 years, we have a very good understanding of our customers' needs. Therefore, we want to offer our customers additional services to make their everyday life easier and enhance their customer experience at the Bazaar markets.

Our innovation department immediately recognized the additional advantages of viacash: We are now able to offer our customers the established banking services such as cash deposits and withdrawals directly from their personal banking account. We are particularly proud to be the first Greek company to implement the viacash solution. In this way, we are not only developing ourselves digitally, but we are also ensuring a connection between our offline and online channels."

Even though the total number of ATM withdrawals in Greece has increased in recent years, the ATM network has decreased by 38.9% in the last 10 years. As a result, more banks but also companies across sectors in general, are looking for new alternative cost efficient cash handling solutions.

viafintech has already received positive reviews from users and will expand in the future through further cooperation with partner branches and online shops.

## **About viafintech**

viafintech is the leading bank-independent cash infrastructure in Europe, represented by the brand Barzahlen/viacash in Germany and Austria, as well as viacash in Switzerland and Italy. Around 16,000 branches of stationary partners, such as REWE, Rossmann, PENNY, BILLA, SBB, Pam and dm, offer customers the possibility to handle their basic banking needs on the go. viafintech was founded in 2011 and is managed by Achim Bönsch, Sebastian Seifert, Andreas Veller and Junichi Takemura.

## **Sources:**

Statista: <https://www.statista.com/statistics/1094976/cash-use-in-greece/>

Internal Company Research

ECB data: [http://sdw.ecb.europa.eu/quickview.do?SERIES\\_KEY=169.PSS.A.GR.S102.I00.I100.NT.X0.20.Z0Z.Z](http://sdw.ecb.europa.eu/quickview.do?SERIES_KEY=169.PSS.A.GR.S102.I00.I100.NT.X0.20.Z0Z.Z)