



PRESS RELEASE

Libero Pay: pay your bills online in a few moments with Libero Mail

Milan, July 29, 2020

Libero Pay has arrived, the innovative service that allows users of Libero Mail, the Italiaonline property used by around 9 million users/month* to pay for a series of utility services online. Bills and daily life expenses can be managed directly by email in a few moments and wherever you are.

Libero Pay, in fact, allows all those who own a Libero mailbox to pay online postal, bank (MAV, RAV or Freccia) or PagoPA payment notices (including the car bill) in a simple, cheap and fast way. The service is totally secure thanks to 3D Secure technology.

Designed for those who don't want to queue at the counter and have direct debits to their current account with greater control over expenses, the service can be activated with a click from your Libero Mail inbox and can be reached both from Libero Mail and from the Libero.it homepage, even on the move. Users only enter their profile data on Libero Pay for the first time and always find it pre-filled in at the time of payment. When he has to pay, for example, an electricity or gas bill, a car bill, a financing instalment or a tax to the public administration, he simply needs to access Libero Pay and add the data of the bill in his possession. At each operation the user will receive confirmation of payment directly in the Free Mail box, well organized in the Utility Tab.

The bulletin cost per user - 1.50 € - is the lowest among the operators on the market**.

"We are really proud of this new service combined with Libero Mail - declares Domenico Pascuzzi, Marketing Director Publishing of Italiaonline - not only because it is an additional and precious feature that enriches the most used among our properties, but also because we are sure that our users will discover in Libero Pay a great help that will allow them to save time and money, in a simple, safe and totally digital way".

* 8.8 mio - Audiweb 2.0 Media View, powered by Nielsen, TDA, March 2020

** Excluding Postelitaliane digital channels

(NB This is a translation of the Italian press release)

LIBERO

VIRGILIO™

PgCasa.it

SUPEROVA

DiLei

SiViaggia

QF QuiFinanza

Buonissimo

LIBEROGIOCO

Pagine Gialle

Pagine Bianche

TuttoCittà



ITALIAONLINE

Italiaonline è la più grande internet company del Paese, presente in tutto il territorio nazionale. Opera nei segmenti Consumer, PMI e Grandi Clienti.

Nel segmento Consumer con i brand Libero, Virgilio, DiLei, QuiFinanza, Supereva, Buonissimo, SiViaggia, Pagine Bianche, Pagine Gialle, PgCasa, TuttoCittà, 89.24.24 e altri - Italiaonline raggiunge ogni giorno 6,2 milioni di utenti unici* di cui 4,3 milioni da mobile, con una market reach del 67%**.

Nel segmento PMI oltre 200mila Imprese oggi si affidano a IOL per servizi di presenza online, di sviluppo di siti vetrina o abilitati all'e-commerce, di web marketing e digital advertising (inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network e i motori di ricerca) e per tutte le soluzioni finalizzate ad aumentare il business e la reputazione online.

Italiaonline è presente nel segmento delle Grandi Aziende attraverso IOL Advertising, la prima concessionaria digitale in termini dimensionali del Paese, supportando i principali operatori economici del Paese nello sviluppo delle loro campagne di comunicazione digitale. per le grandi e piccole imprese.

* Fonte: Audiweb View 2.0, powered by Nielsen, TDA DAUs marzo 2020

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