



Zip Co Limited

# ASX Release

17 January 2018

## First of its kind open banking integration

Zip Co Limited (ASX: Z1P) (“Zip” or the “Company”) has announced a first-of-its-kind integration that will allow Macquarie Banking and Financial Services Group customers to add their banking and credit card accounts to the Pocketbook personal financial management (PFM) app via a simple, user-friendly Application Program Interface (API).

Through this integration, Pocketbook becomes the first app in Australia to integrate with the open banking platform recently announced by Macquarie’s Banking and Financial Services Group, giving customers the option to connect and manage their personal finances. Pocketbook was acquired by Zip in 2016 and is the largest non-bank Australian PFM app with over 400,000 users.

Pocketbook’s integration coincides with the Federal Government’s focus on establishing Australian open banking standards that will increase competition and provide consumers with the power to easily and securely share their data with third party providers.

Zip Co-founder and CEO, Larry Diamond said: “This is a landmark day for Australian fintech. Pocketbook’s first-of-its-kind integration with Macquarie’s Banking and Financial Services Group shows that momentum for this innovation is growing fast and we are at the forefront. Zip is committed to transparent, fair and friendly financial products that support the totality of a customer’s financial health. Pocketbook is integral to this mission as is open banking, which will give customers access to their data, foster transparent financial decisions and promote competition within a safe and trusted framework.”

Alvin Singh, Pocketbook Co-founder and CEO highlighted the end-customer benefits: "This is all about creating a great user experience – as easy and intuitive as authenticating via Facebook or Google. It's a pleasure to see Macquarie’s Banking and Financial Services Group embracing the benefits open banking can bring to Australian consumers."

– ENDS –

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## **About Zip**

ASX-listed Zip Co Limited (Z1P: ASX) or (“Zip”) is a leading player in the digital retail finance and payments industry. The Company offers point-of-sale credit and digital payment services to the retail, education, health and travel industries. It operates under the zipPay, zipMoney and Pocketbook brands. The Company is focused on offering transparent, responsible and fairly priced consumer products. Zip’s platform is entirely digital and leverages big data in its proprietary fraud and credit decisioning technology to deliver real-time consumer responses. Zip is managed by a team with over 50 years’ experience in retail finance and payments and is a licensed and regulated credit provider.

For more information, visit: [www.zipmoneylimited.com.au](http://www.zipmoneylimited.com.au)