

MOBI724 Global Solutions (CSE: MOS) Signs Agreement with Visa to Integrate with Visa Offers Platform

MOBI724 Offers Innovative Card-Linked Offers and Loyalty Platform to Visa Issuing Banks

MONTREAL, Canada – January 19, 2017 -- MOBI724 Global Solutions Inc. (“MOBI724” or the “Company”) (CSE: MOS), a FinTech leader offering integrated EMV payment, Card-Linked Offers and Digital Marketing, has signed an agreement with Visa to integrate its solutions with the Visa Offers Platform. Visa will provide MOBI724 with qualifying purchase notifications to enable MOBI724 to deliver integrated Card-Linked Offers and Loyalty Platforms to participating Visa-issuing banks and their cardholders starting in the United States.

MOBI724’s patent-pending solution will allow participating issuers to enable their cardholders to redeem offers without the need for coupons or promo codes at the point-of-sale (POS). It provides a seamless user experience for all parties in the ecosystem: issuers, cardholders and retailers.

How the MOBI724 solution works: cardholders who are enrolled in their bank’s program will receive targeted Card-Linked Offers and Rewards from the issuer. With MOBI724’s innovative Card-Linked Offers solution, consumers can make qualifying purchases with their enrolled credit or debit card and, once a transaction is authorized, the value of the offer or the value of the reward will be automatically credited to the cardholder’s account. This infrastructure gives issuing banks the opportunity to increase card spend and usage while fostering consumer loyalty and the ability to send personalized notifications in near real time.

“Our integration with the Visa Offers Platform represents a great opportunity for us and will enable MOBI724 to deliver real value to participating issuers and cardholders”; says Marcel Vienneau, CEO, MOBI724. “We intend to expand our Card-Link Offer capabilities to other countries where we operate today, such as in Latin America and Asia Pacific.”

About MOBI724 Global Solutions

Headquartered in Montreal, Canada, MOBI724 Global Solutions Inc. (CSE: MOS), a leader in the FinTech industry, offers a unique and fully integrated suite of Card-Link Offers, Digital Marketing and EMV Payment solutions.

MOBI724 is innovating the market with a combined EMV payment, Card-Linked Offers and Digital Marketing Platform that works on any payment card and any mobile device. MOBI724 pioneered the addition of intelligence to all types of transactions benefiting banks, retailers and cardholders. MOBI724 succeeds in leveraging all available user and purchasing data to increase transaction volumes and spend.

MOBI724 provides a turnkey solution to clients to capture payment card transactions on any mobile device, at any POS or from any payment card. Our easy-to-adapt gateway switch is designed for simple integration with all payment protocols.

Within the same suite, MOBI724 combined its Card-Linked Offers solution and provided payment card issuers, banks and retailers with the ability to add offers and/or coupons, which can be redeemed directly at the POS in a seamless user experience for all the parties in the ecosystem

MOBI724 provides its customers with full and comprehensive traceability and enriched consumer data through its offering. Its solutions enable card associations, payment card issuers, banks and retailers to create, manage, deliver and "track and measure" incentive campaigns worldwide to any payment card, to any mobile device and allow redemption at any POS.

MOBI724's credit and debit EMV payment solutions allow banks to process end-to-end EMV transactions, focusing on authentication, PCI security and quick merchant adoption, which allows to process payments with a wide range of devices.

MOBI724 Global Solutions unleashes the true potential of both Card-Link Offers and smart payment transactions.

For more information, visit www.mobi724globalsolutions.com or call Marcel Vienneau at 1-514-394-5200 x 413.

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