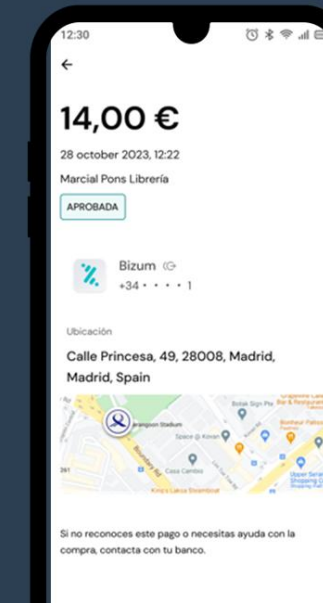
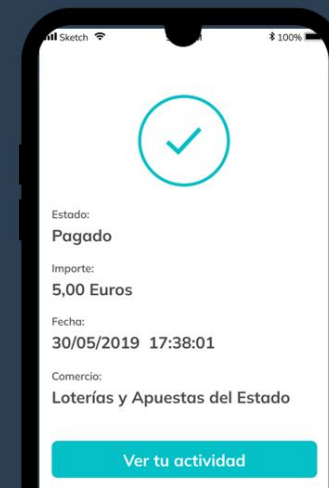
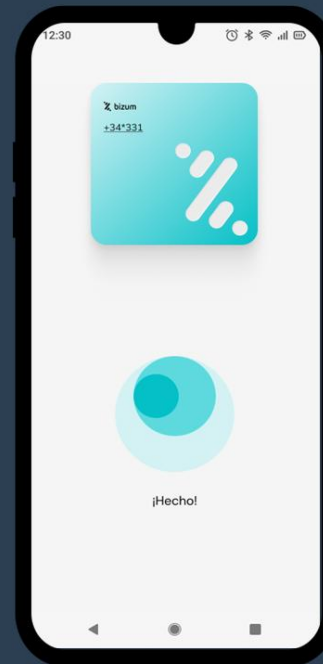
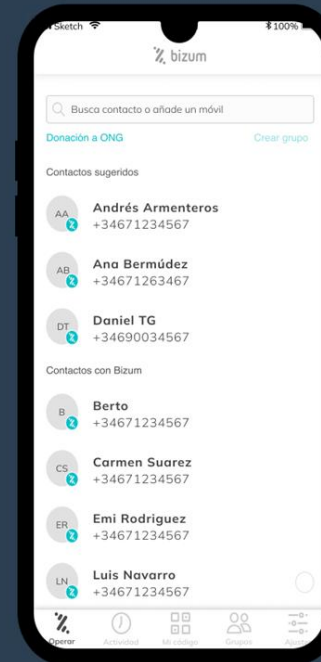




Pioneering EU Instant payments beyond P2P

November 6th 2025



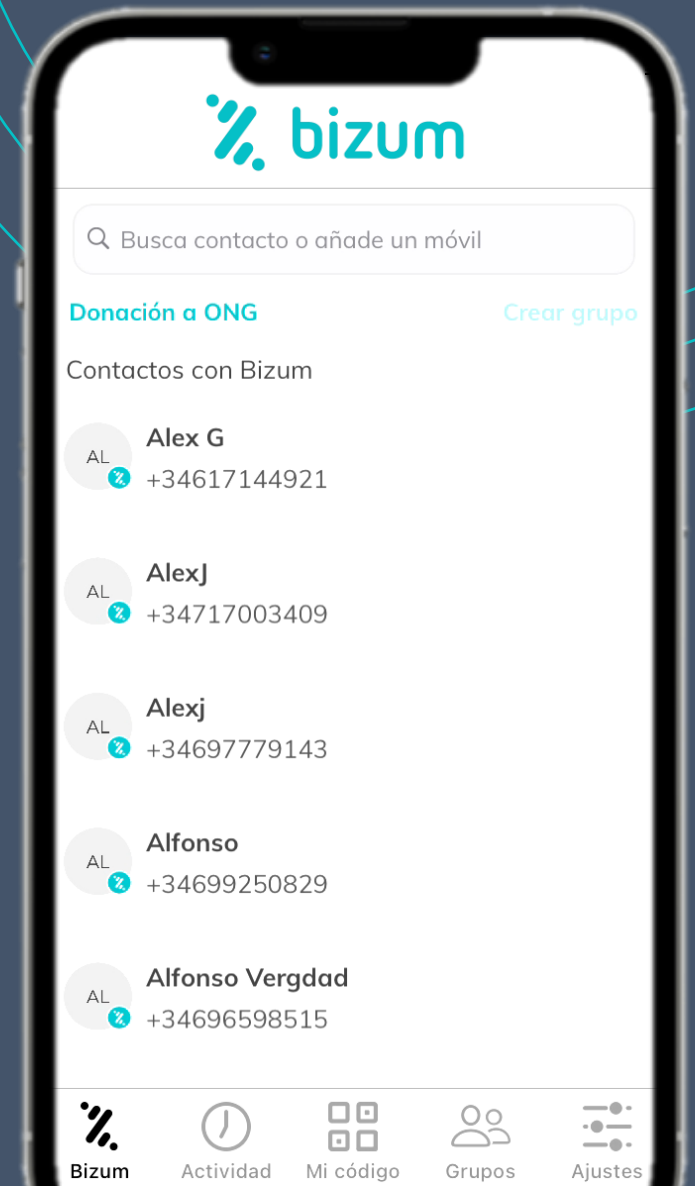
bizum is the...

 fastest

 easiest

 most secure

way to make payments



But  bizum is more than P2P...

bizum is also....



Pioneering SEPA Inst account-to-account transfers

amazon



ZARA

Becoming merchant's favourite e-commerce payment method



Working on extending A2A payments at the POS with NFC and to expand its ecosystem (digital ID, BNPL, etc.)



Leading the development of a Pan-European acceptance network through interoperability

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**Core principles to
build a leading
payment solution**

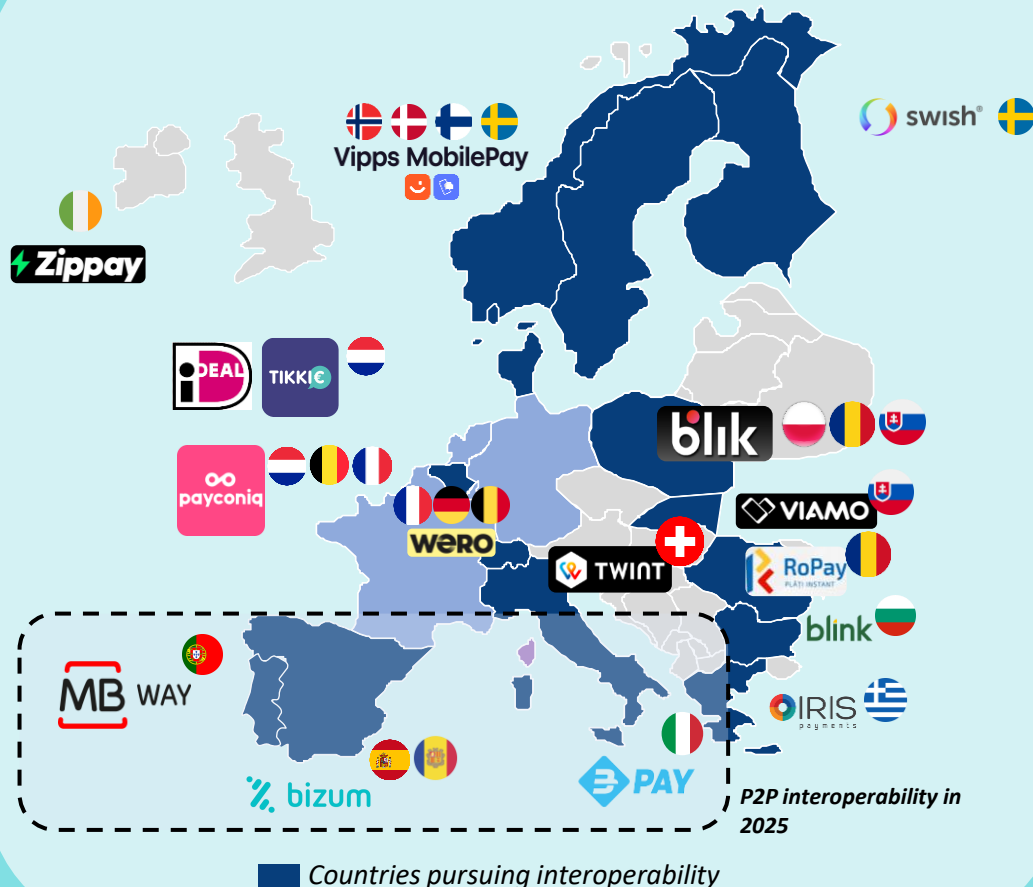
04.



**Take aways and
conclusions**

Market context: European landscape

Quick-take on the European payments market



The European Payments market today



Robust regulatory framework: Upcoming amendments to the Payments Service Directive (PSR, PSD3) to better reflect new developments in the payments market. IFR in review



Strong presence of national champions: National and regional solutions lead in their markets and have gained extensive adoption and recognition by users and merchants.



Growth of SEPA Instant Transfers: The adoption of instant payments is expected to accelerate after a review on its regulation and an increasing demand by merchants.



Reliance on Non-European players: Acceptance for cross-border payments (especially for merchant payments at the POS) still depends largely on International Card Schemes.



New initiatives and Digital Euro: Ongoing developments by PSPs to compete with X-Pays and approval by the ECB to launch the digital euro's preparation phase.

Market context: Spain & Bizum

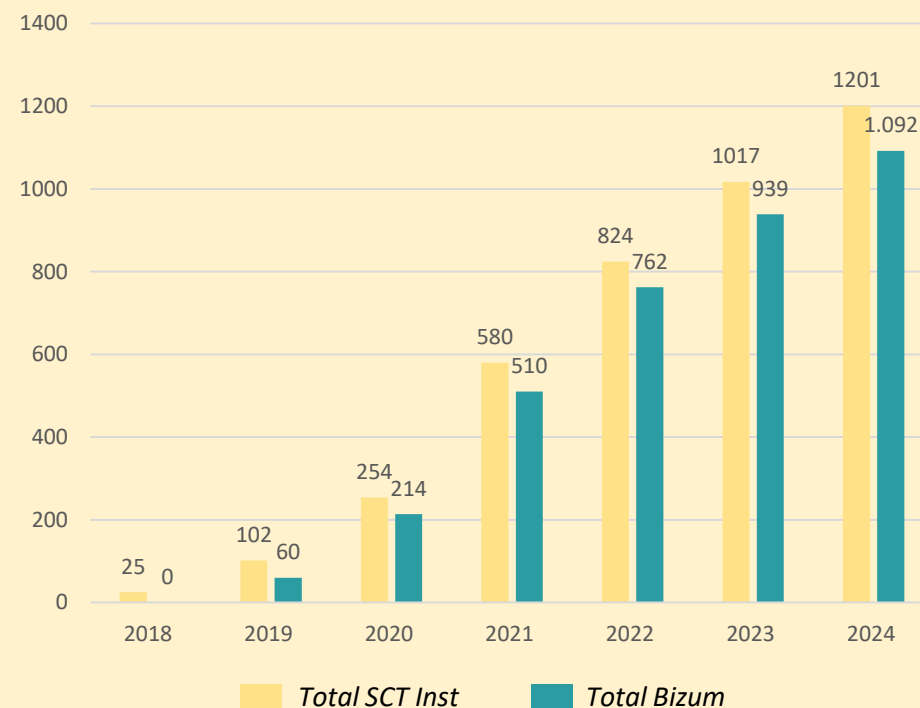
Context of the Spanish payments market – 9 years into Bizum



Things to know about Bizum

- Bizum is an **informational service** that provides value added capabilities (ex. proxy-lookup, Confirmation-of-payee, disputes)
- Within the PISA framework, it is considered as a **Payment Arrangement**
- Participant **PSPs** are the **parties providing the payment services** linked to its use case.

TOTAL SCT INST AND BIZUM TRANSACTIONS (MILL)



- Spain is a leading country in the use of **SEPA Instant**, which represent **over 55%** of the **total transactions** (EU avg of 20%)
- Bizum alone accounts for around 90% of all SEPA instant transfers sent in Spain.

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**Take aways and
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Bizum in a snapshot (Oct'16-Today)



+30 M users
(+80% of digital banked population)



7 use cases and growing



Product with great UX embedded within banking apps



Value proposition based on:

- ✓ Immediateness
- ✓ Security
- ✓ Simplicity

Model based on banking industry collaboration



Governance & working groups with stakeholders

(business, legal, marketing, technical, operations...)



iberpay
Always one step ahead



cecabank

Scalable Infrastructure managed by Redsys. Processing carried out by Redsys and Cecabank. Liquidation on SNCE.

Leverage of SCT Inst standards

Banking industry collaboration



Leveraging European Standard SEPA instant payments



Banking associations deliberated jointly the best way to take advantage of a common goal

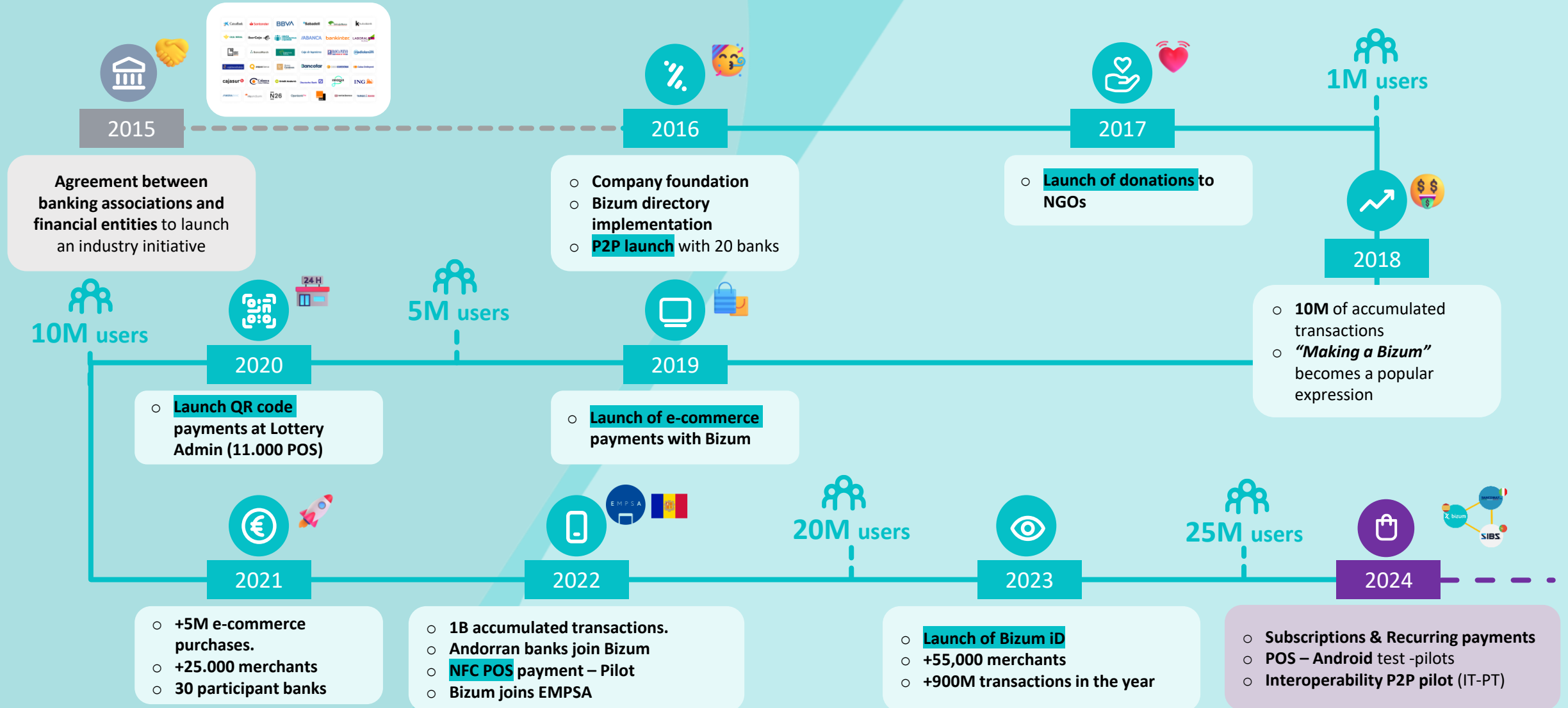
● October 2016, a new company is created

- One Brand -> Pursuing awareness
- Instant transfers performed in banking apps
- Phone number is the base (Phone <> IBAN)
- P2P Starting use case to build critical mass adoption

● 2025, Bizum is offered by 39 banks

- +99% of market share
- Popular phrase to ask for money: *"Make me a Bizum"*
- Users demanding new uses cases

Bizum's key milestones



Banking brands offering Bizum

40 banking brands offer Bizum today (Spanish and Andorran Banks)



Potential digital customers in 2025: 35.7 million

Bizum's core values

Real time account-to-account mobile payment solution



Instant payments



Easy to activate



Friendly and simple UX



Secure: banking channel



Universal: for all banking customers

RELYING ON VERIFIED USER DATA



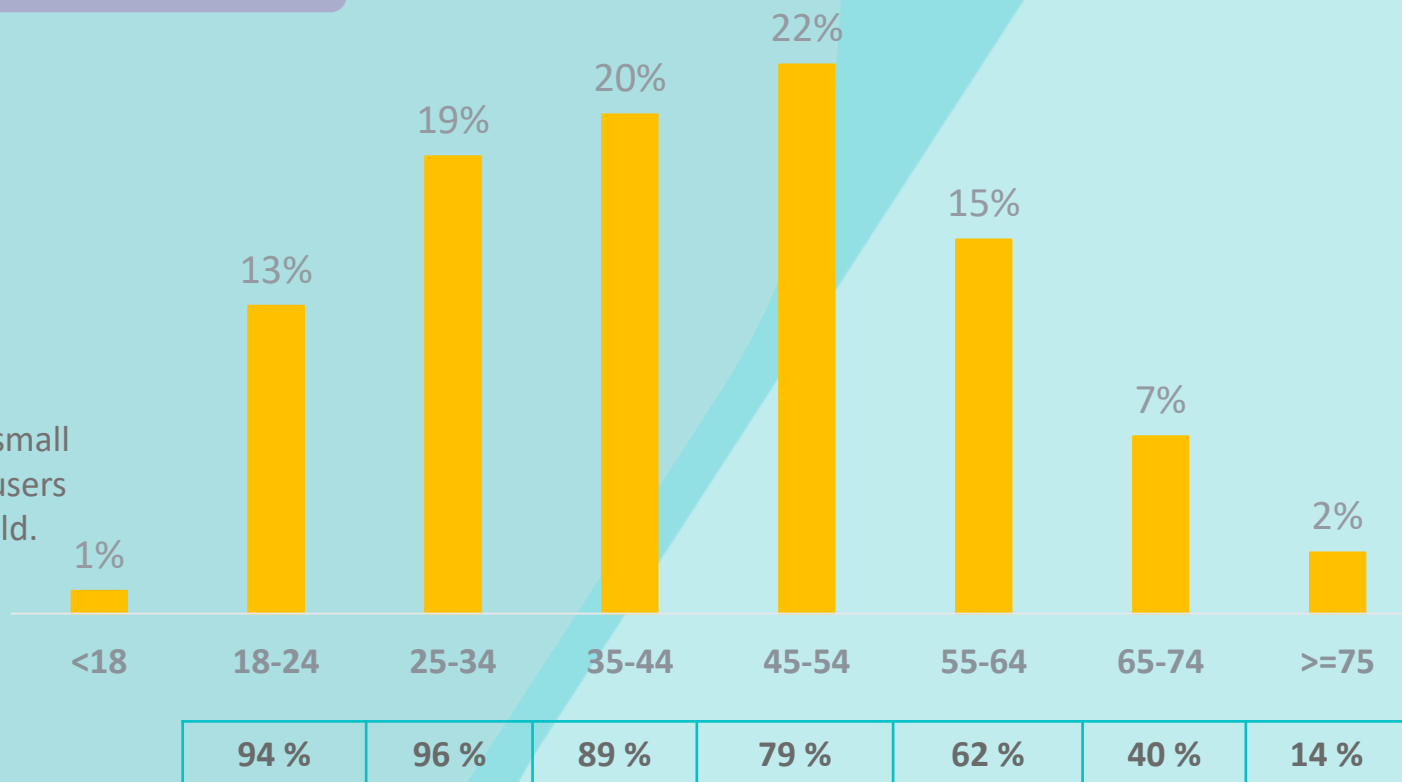
- Name and Surnames
- ID number
- Mobile phone number
- Email
- Address
- IBAN, etc.

BIZUM is not a payment initiator provider, but an informational service layer categorized as an arrangement by the supervisor (PISA Framework)

User profile

2024 user profile

There is already a small number of Bizum users under 18 years old.



% of Spanish population that are Bizum users

- 80 % of the new users in Bizum join thanks to the word-of-mouth
- +90 % of the total Instant transfers in 2024 in Spain were Bizum operations.
- The most valued attributes are speed, convenience, and trustworthiness



Key figures

P2P is a proven lever to grow and drive traffic towards other use cases

WHO WE SERVE



30,000,000 USERS

80 % ACTIVE MTHLY / **90 %** ACTIVE QTLY.



95,000 ONLINE MERCHANTS



11,000 POINTS OF SALE

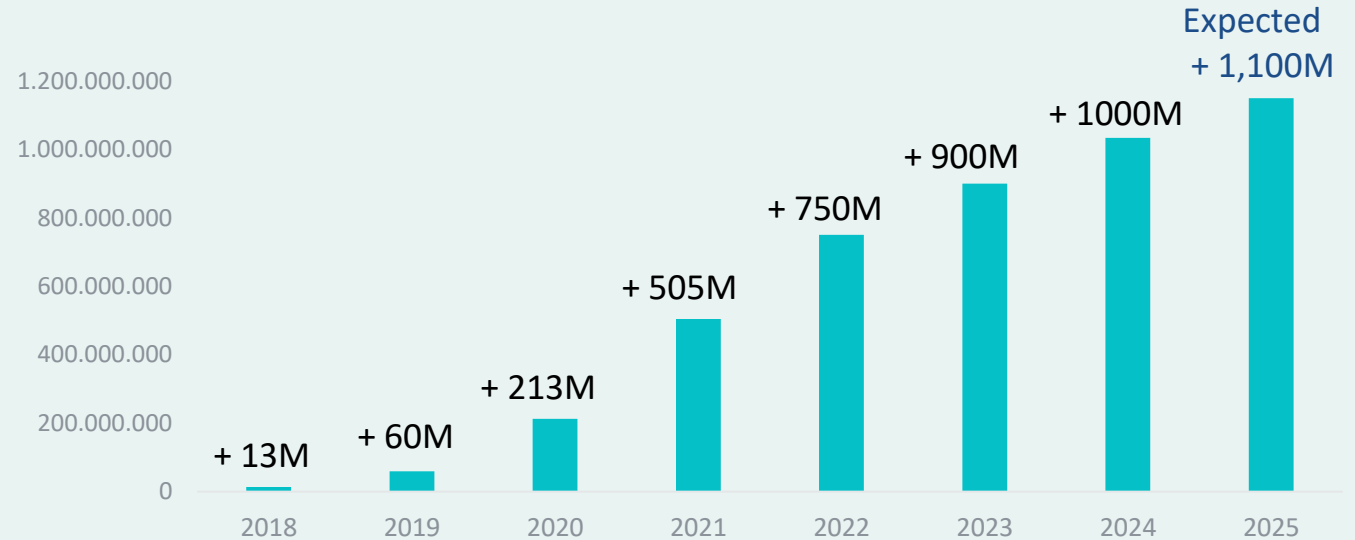


13,000 NGOS



40 BANKS **>> 99 %** MARKET SHARE

TRANSACTION GROWTH SINCE 2018



GOAL FOR 2025



30,000,000

USERS

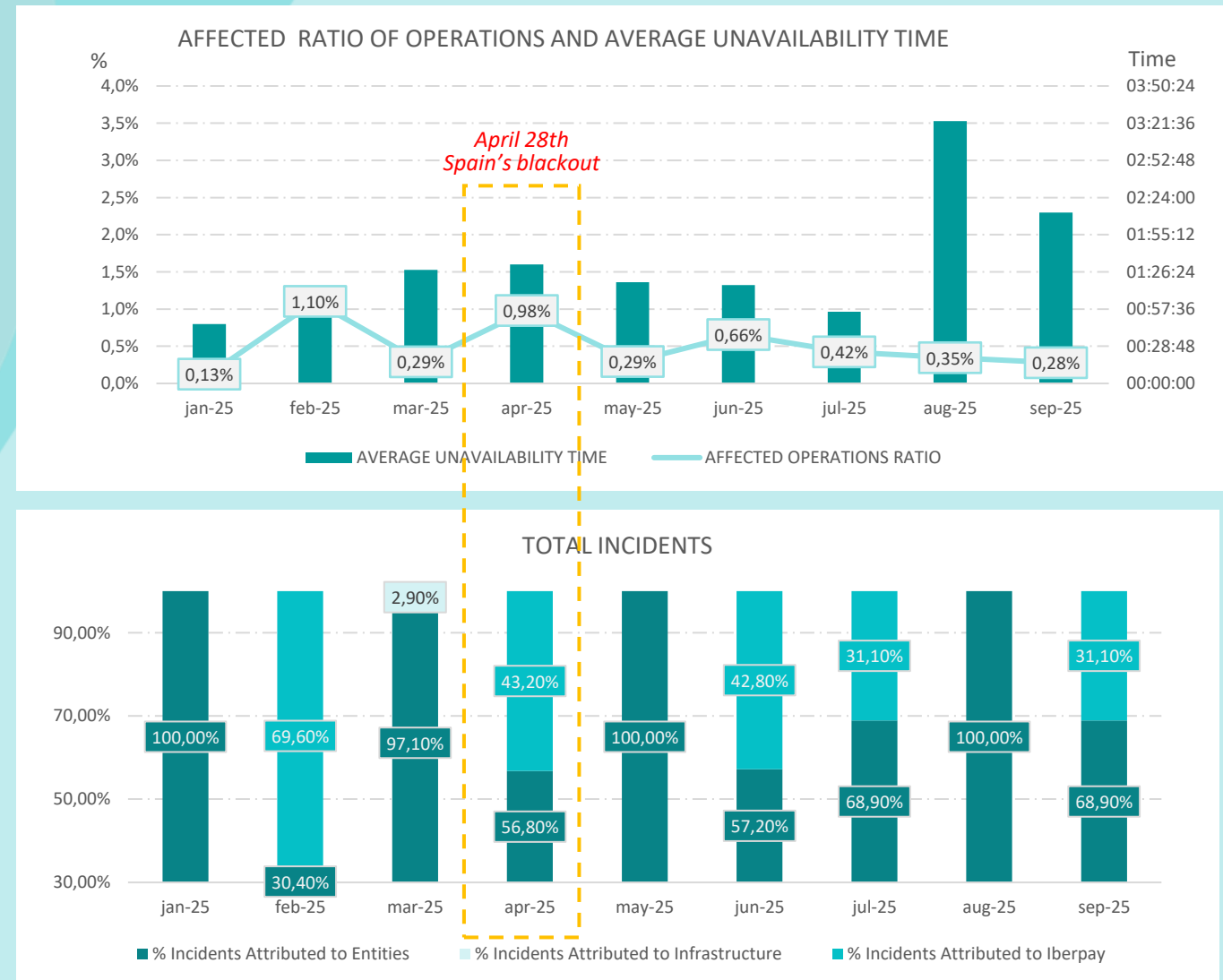


+84 %

OF DIGITAL CUSTOMERS IN SPAIN

Resilience

- Bizum's ecosystem resilience aims to combine both **preventive measures** (such as storage, consistent replication, and strict access controls) and **responsive capacities** for rapid detection, recovery and continuity in the event of failures or cyber incidents.
- Each participant must **manage its own operational resilience** to prevent and address disruptions, while **ecosystem-wide resilience** depends on **coordination, collaboration** and **collective action** among all participants.



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Bizum's building blocks

Bizum, Spain's leading instant payment solution, seamlessly integrates with any payment's infrastructure, enabling fast and secure transactions

SUCCESS FACTORS

A Collaborative Ecosystem

Industry collaboration has been key to achieve smooth integration with partners Banks and Apps, and a scalable model that offers a low-cost secure user experience



P2P as User Anchor

By providing **low-cost services** Bizum has **successfully hooked in a target market** that has led to Bizum's **rapid expansion and network effect** achieving around 60% market penetration

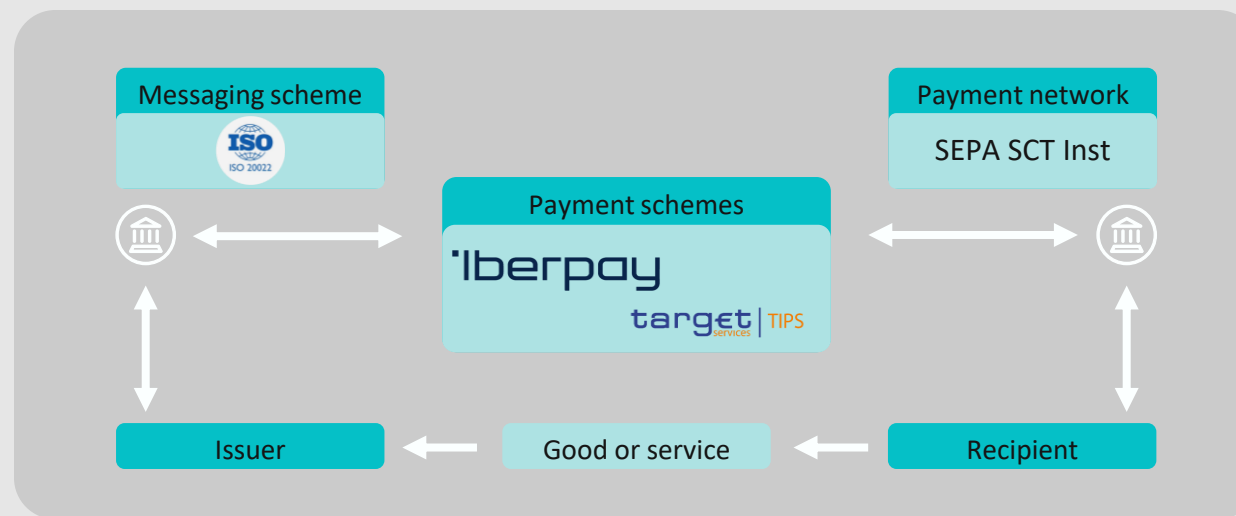


Scalable Business Model

Facilitating Banks to **scale up on IP Offerings to Merchants**, meeting the needs of banks customers / users as a critical success factor whilst also enabling revenue generation

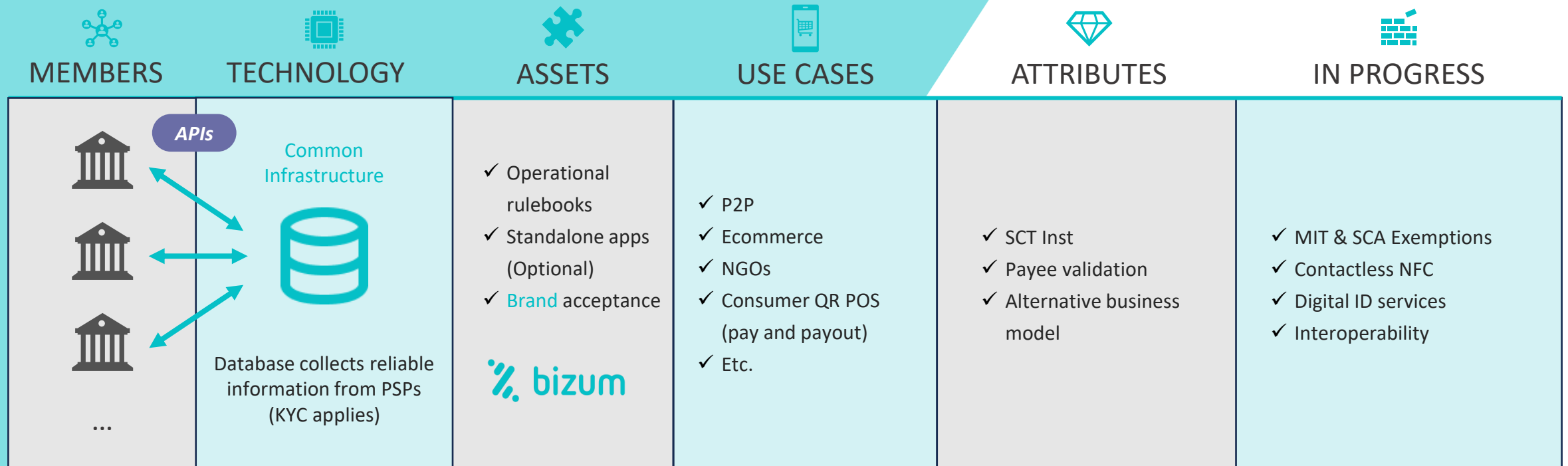
OPERATIONAL ARQUITECTURE

Bizum can be seamlessly integrated as an enhancement of the existing national infrastructure, providing additional functionalities while complementing payment systems



Bizum's operational architecture allows for integration and connectivity with any solution that adheres to the SEPA Instant Credit Transfer framework, enabling instantaneous transactions across all participating institutions

Bizum's building blocks



CHALLENGES

SCT Inst is a great standard, but it needs adjustments to compete with other payment instruments. Playing field should be levelled, as instant payments, still lack:

- Preauthorization
- Cancellation
- SCA exemptions by payees
- Recurring payments (subscriptions)...



SCALABILITY

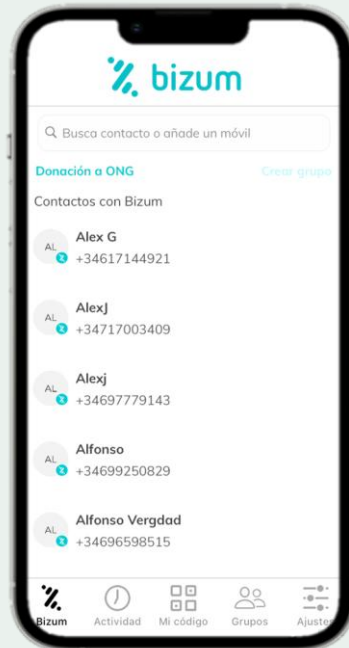
Bizum's model is scalable and exportable to other markets:

- Successful cross-border experience adding Andorran banks (with Andorran IBANs) in 2022.
- Directory enabled to use phone numbers from any country.
- Leverage on SEPA Inst transfers as a pan-European payment rail.

Front end strategy: standalone vs bank apps

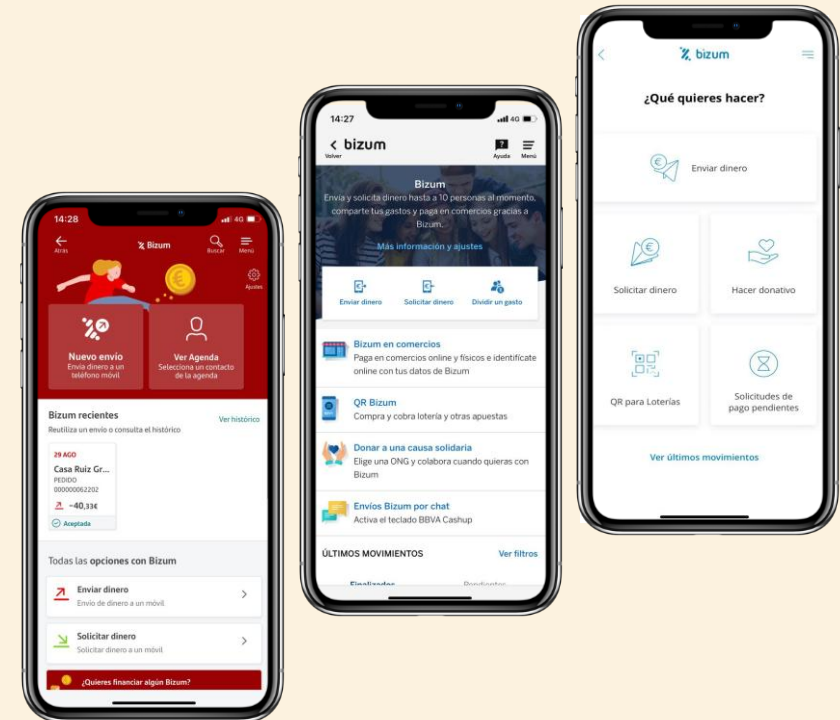
The channels selected to offer an instant payments solution shall provide a mix between engagement, development efforts and customization capabilities

Standalone app



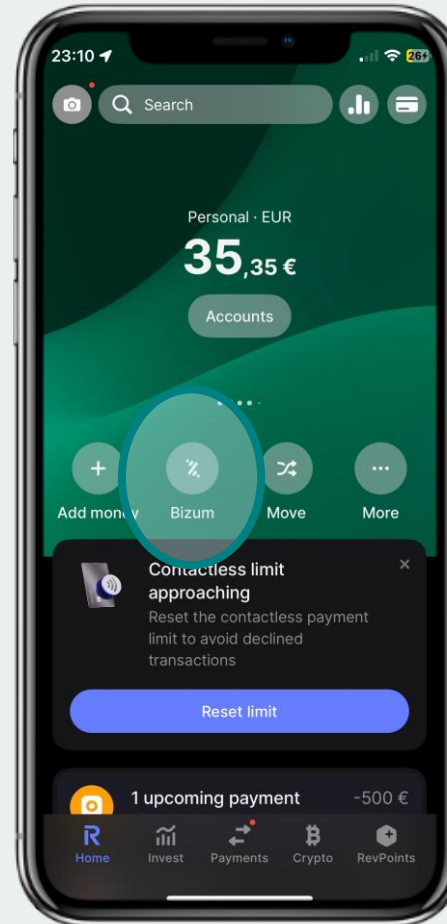
A standalone wallet, allows for faster rollout of new features while also giving room to innovative features (ex. group sharing). However, the level of integration with banks is lower and thus requires its own security and identity mechanisms

Banking app embedded

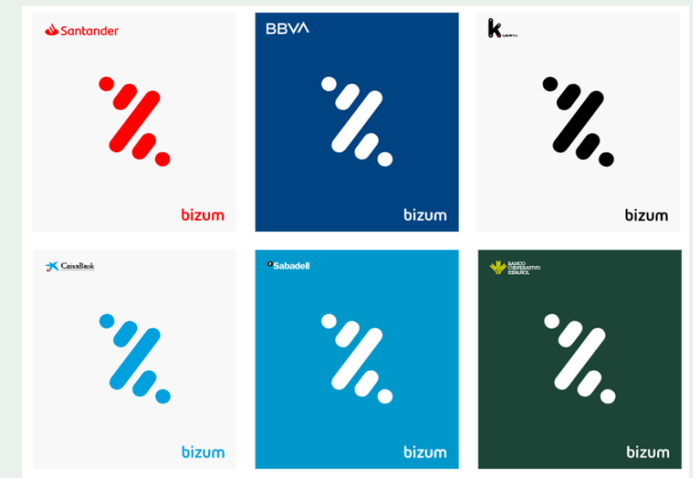


A banking-app based approach provides participants with higher engagement tools with users and leverage of existing processes (ex. KYC), at the cost of higher development costs and a slower time-to-market to rollout new features

What's in it for the banks? Engagement



Bizum's brand adapts to each bank for easier recognition and integration in mobile apps

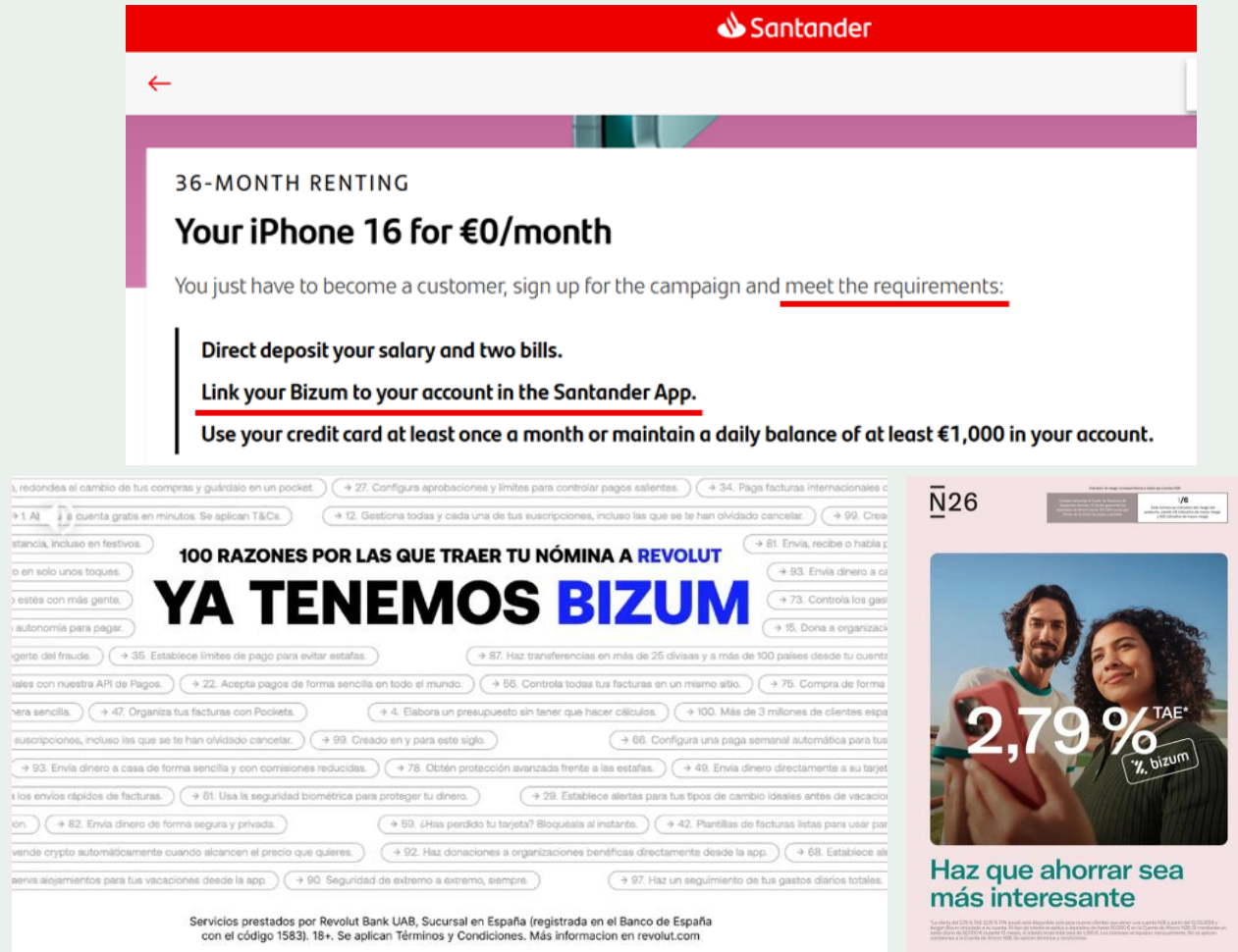


Considered nº1 reason to access a banking app, Bizum is placed at the forefront of bank digital channels

- Nº1 transactional feature in mobile banking apps.
- Leverage on existing processes to guarantee security with a convenient UX (ex. onboarding in less than 1 minute)

What's in it for the banks? Cross-selling

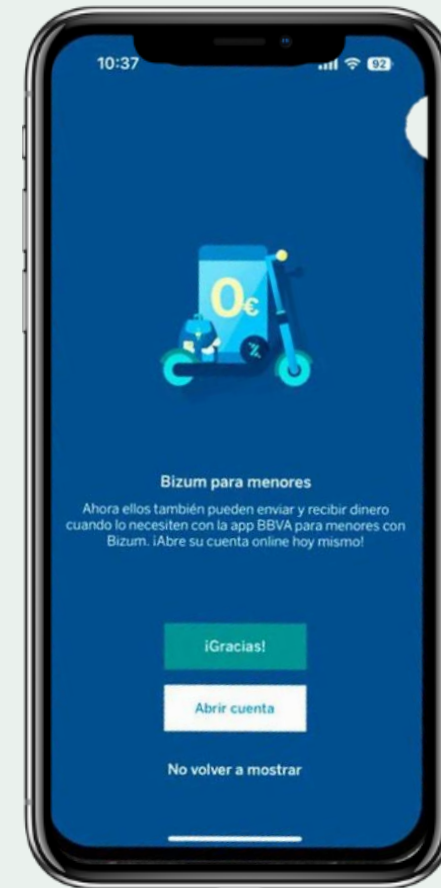
Bizum as a main bank indicator



The screenshot shows a Santander app interface with a red header. The main content is a promotion for a 36-month rental of an iPhone 16 for €0/month. The text reads: "36-MONTH RENTING Your iPhone 16 for €0/month You just have to become a customer, sign up for the campaign and meet the requirements:". Below this, three requirements are listed: "Direct deposit your salary and two bills.", "Link your Bizum to your account in the Santander App.", and "Use your credit card at least once a month or maintain a daily balance of at least €1,000 in your account." Below the promotion, there is a section titled "100 RAZONES POR LAS QUE TRAER TU NÓMINA A REVOLUT YA TENEMOS BIZUM" with a list of 100 reasons. At the bottom, it says "Servicios prestados por Revolut Bank UAB, Sucursal en España (registrada en el Banco de España con el código 1583). 18+. Se aplican Términos y Condiciones. Más información en revolut.com".

Banks set enrolment with Bizum as a requirement for clients to gain access to promotions or remunerated accounts

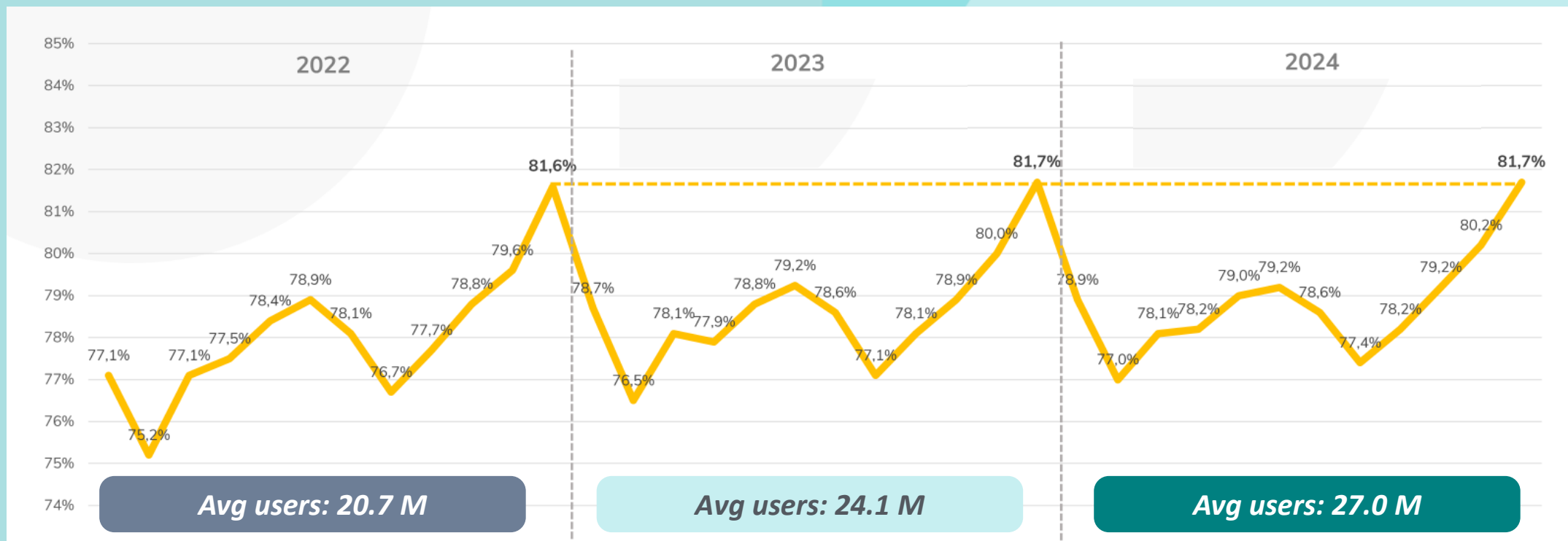
Cross-selling & differentiation



Banks can create new services on top of Bizum and advertise it to users (ex. Bizum for under 18, BNPL, etc.)

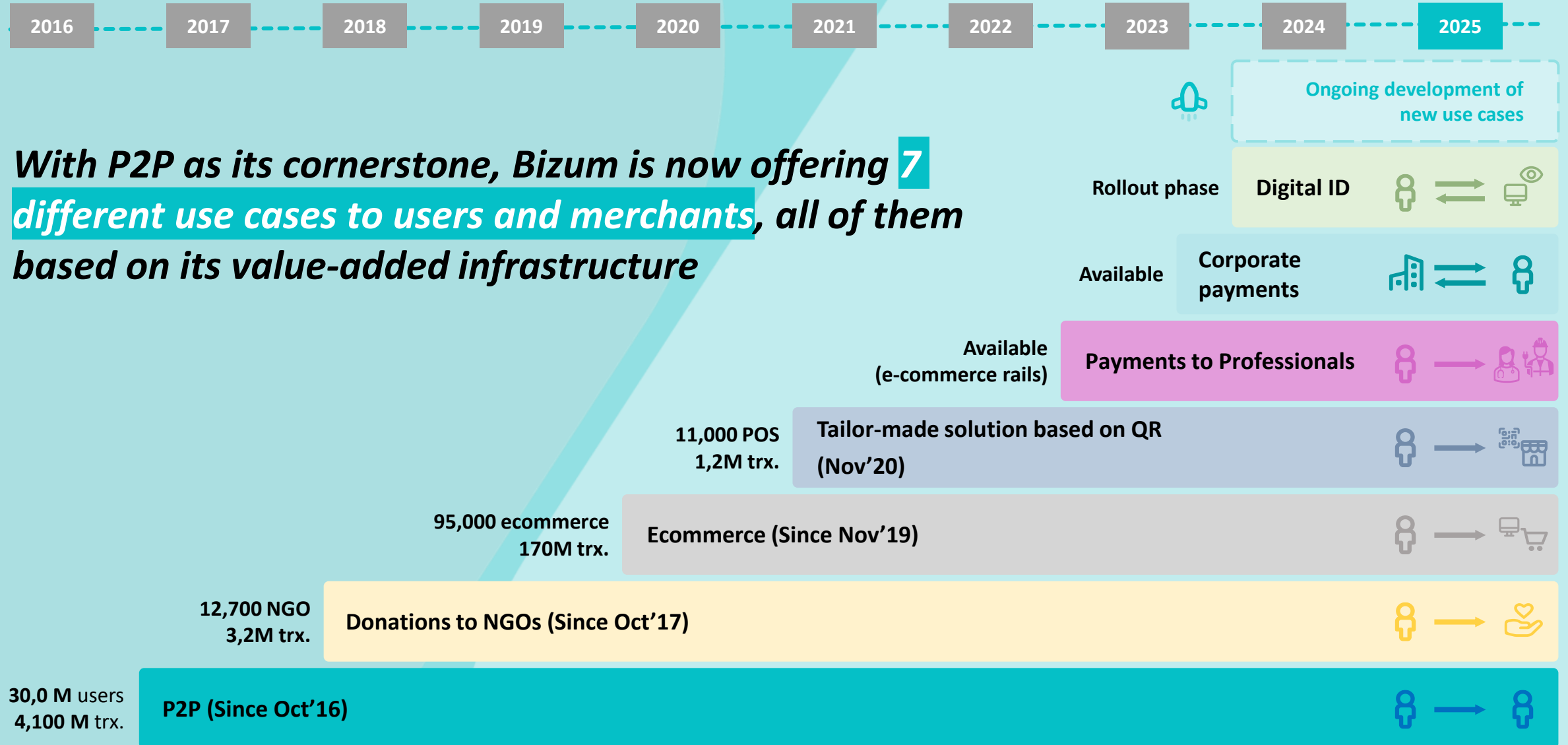
What's in it for the banks? Cross-selling

Bizum user activity across time



After 8 years, **Bizum's activity remains at all-time high ratios (+80% monthly and 90% quarterly)**, proving its value as an engagement driver towards users that also helps creating new business opportunities.

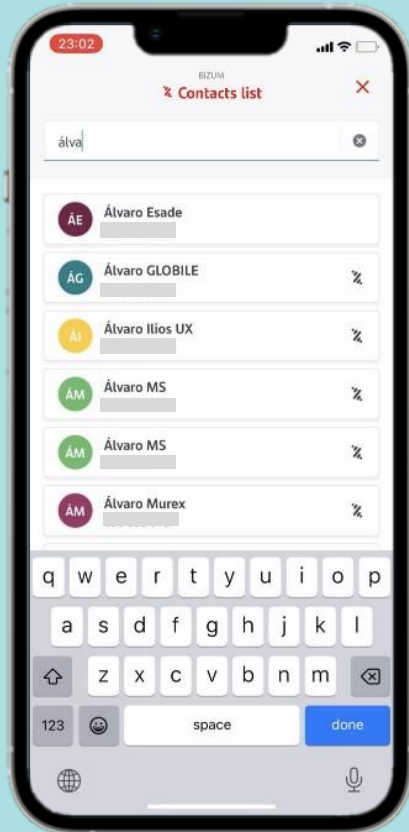
Bizum use cases: Beyond P2P



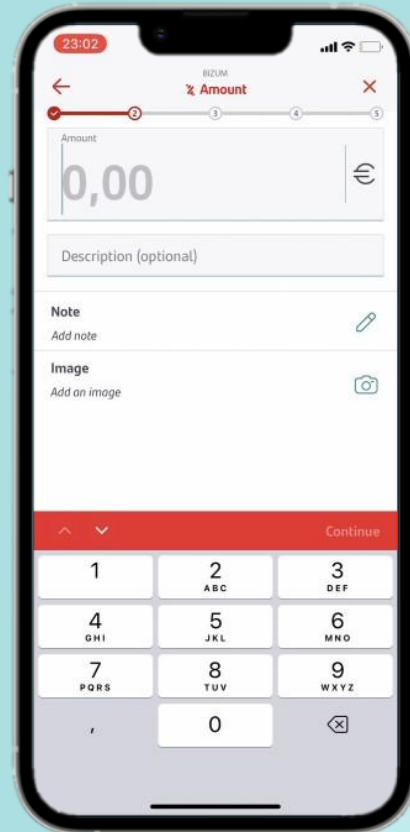
With P2P as its cornerstone, Bizum is now offering 7 different use cases to users and merchants, all of them based on its value-added infrastructure

*As a reference of the potential market for Bizum's ecommerce use case, only 30% of ecommerce card payments come from domestically issued cards.

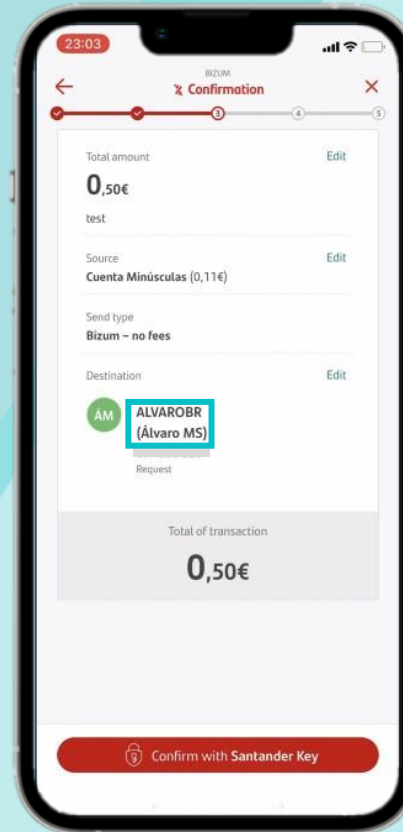
Bizum use cases: P2P



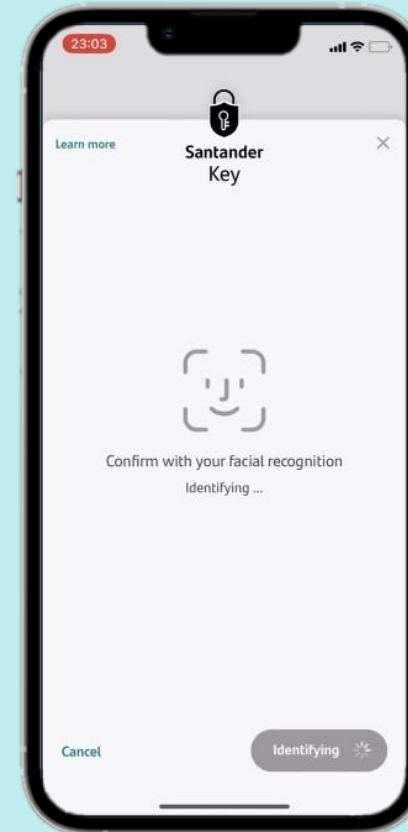
User selects a contact from their contact list. Contacts registered on Bizum are shown with a Bizum logo.



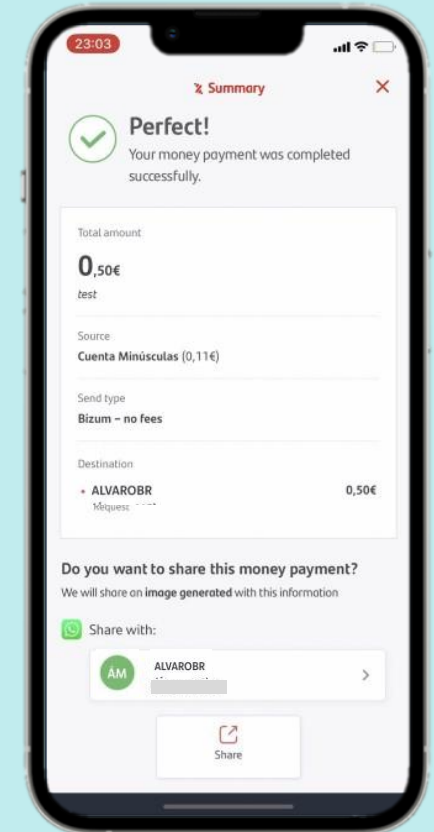
User inputs the amount to send and, optionally, a subject and attachment



User is shown their contact's alias as a Confirmation of Payee that helps ensuring the beneficiary's identity



2FA to confirm the purchase and authenticate the payer



Confirmation screen

Bizum use cases: e-Commerce

PSD2 compliant, instant-transfer based shopping experience

SOME MERCHANTS THAT OFFER BIZUM PAYMENTS

AliExpress

amazon

Miravia

IKEA

El Corte Inglés

AirEuropa

ZARA

IBERIA

DECATHLON

LIDL

cine yelmo

renfe

MediaMarkt

IBERDROLA

PRIMOR

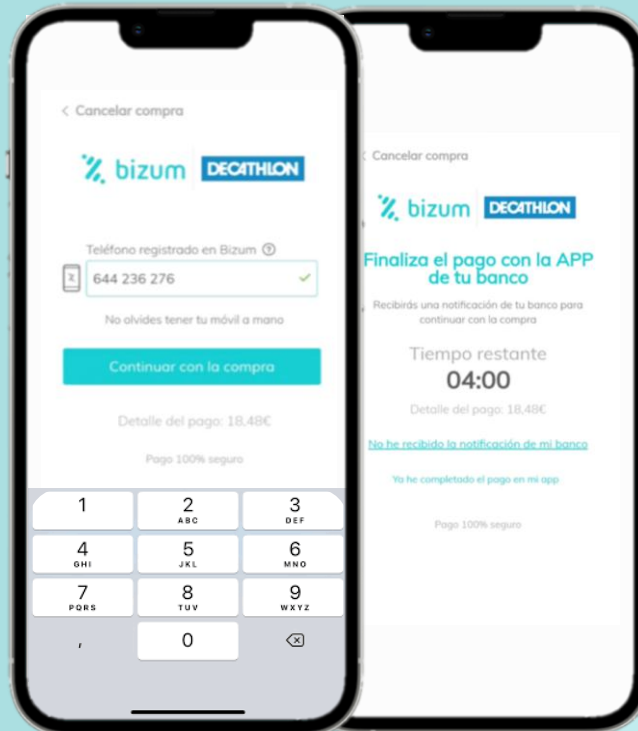
Average purchase time under
22 seconds



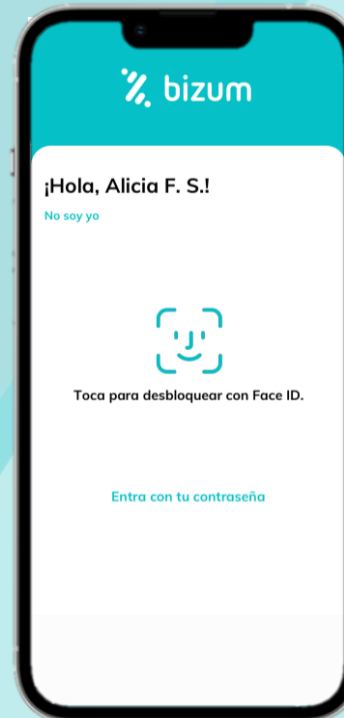
Bizum

ahora

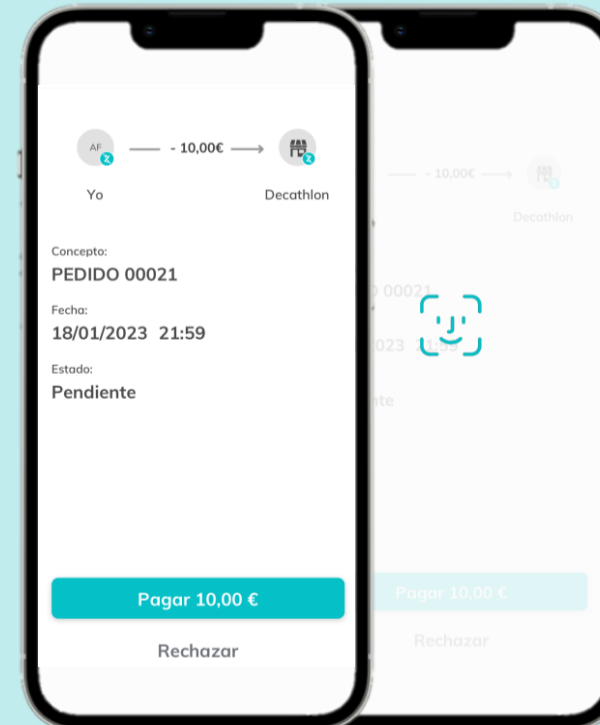
Has recibido una solicitud de pago de Decathlon por 10,00€. Pincha aquí para confirmar y finalizar la compra.



User chooses Bizum as the payment method and enters their phone number to start the payment



User receives a push notification and accesses their banking app to confirm the payment



User confirms the payment with the authentication factors required by their bank (biometrics, an OTP). Then, customer receives the confirmation of the payment in their banking app



Bizum use cases: Recurring payments

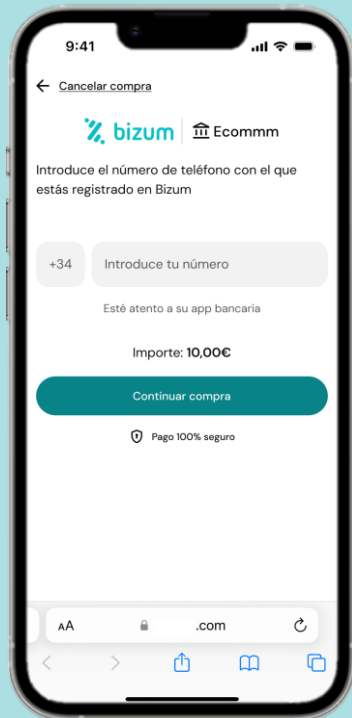
Subscriptions based on MIT transactions

Creation of first instruction

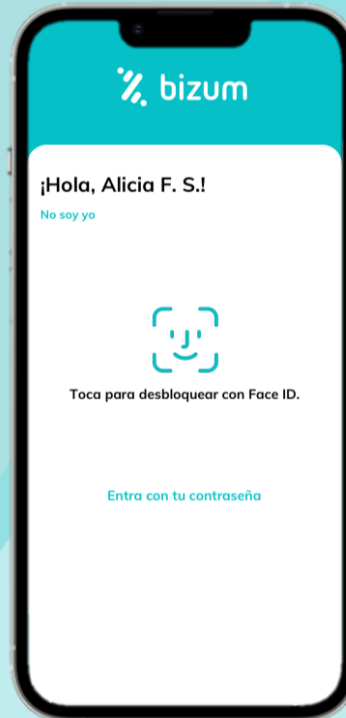
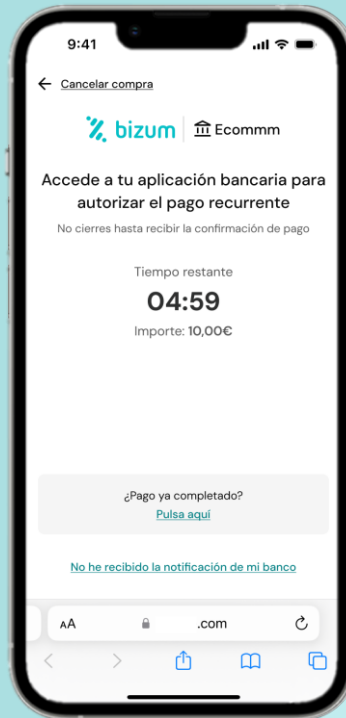
 **Bank** 9:41 AM
Solicitud de pago recurrente de Comercio

 **Bank** 9:41 AM
Se ha realizado un pago recurrente con Bizum en Comercio

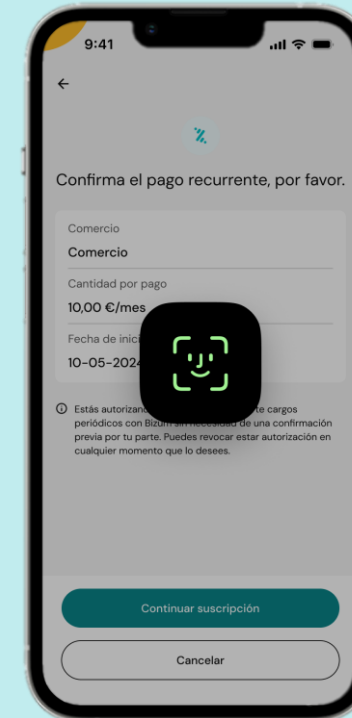
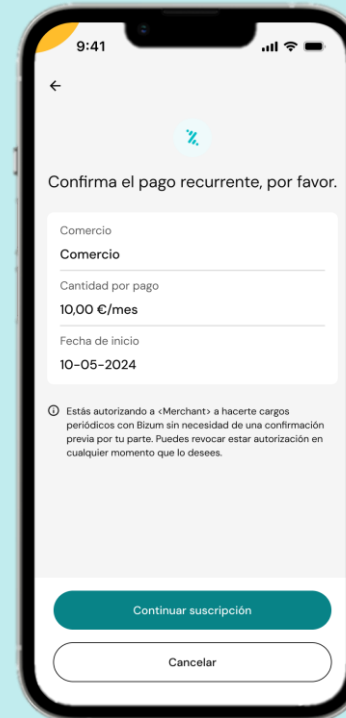
User may receive a notification in his banking app every time the subscription is charged in his account



User chooses Bizum as payment method



User receives a push notification and enters his banking app



User confirms the subscription



Bizum use cases: NFC POS payments



“Tap-and-Pay” NFC payments



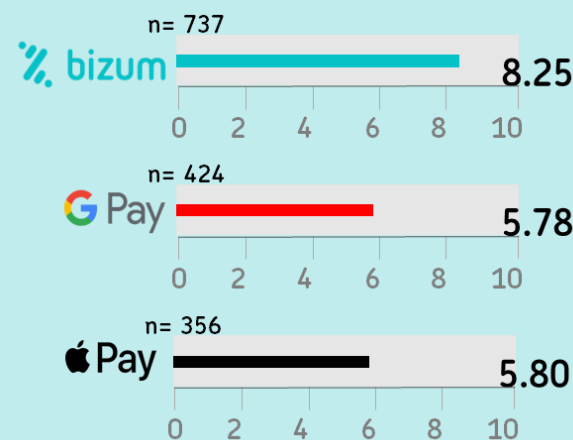
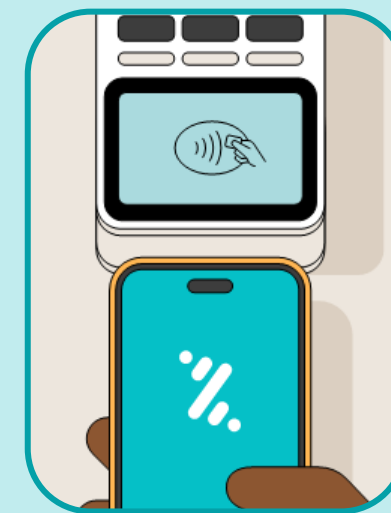
Instant SEPA transfers



Experience on banking apps



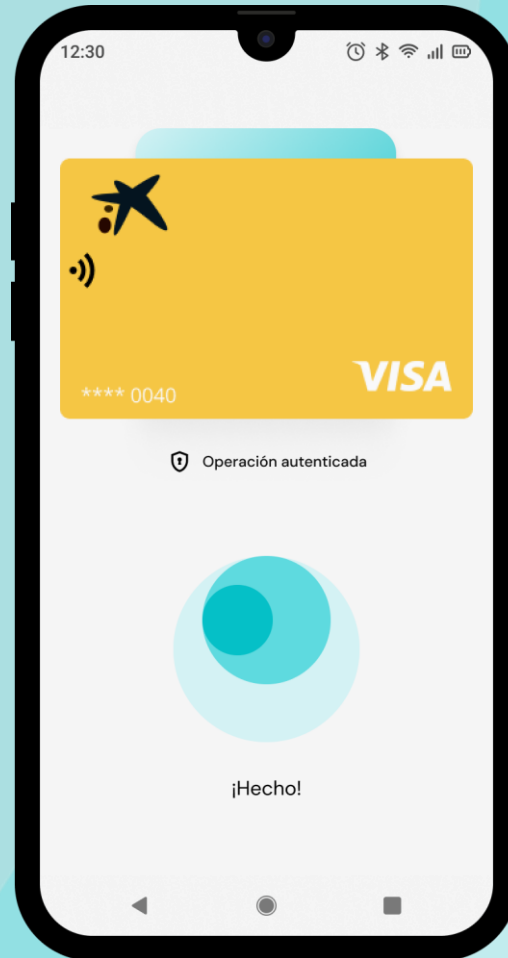
Current POS infrastructure



Users consider Bizum their preferred payment Brand, ahead of X-Pays and other payment solutions

Bizum use cases: Bizum Pay

bizum Pay



Our Bizum-branded digital wallet for NFC payments that will rival Apple or Google Pay (iOS and Android available)

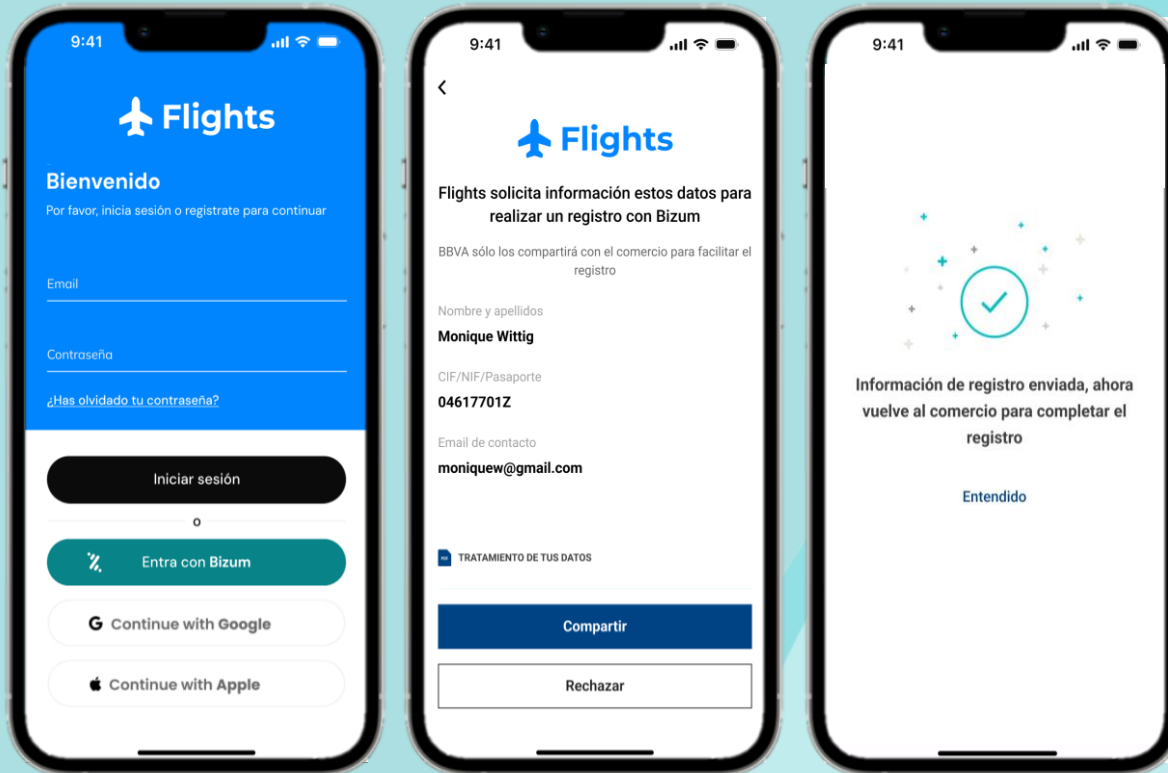
Offers the possibility of paying with Bizum directly from the user's bank account or with their debit and credit cards from any of Bizum's banks

Future extension to ecommerce to further streamline Bizum payments

Bizum use cases: Digital identity

 Sign up with Bizum

 Login with Bizum



Key features for merchants



User identification with Bizum:

Customers can easily identify themselves in the merchant/digital app and enjoy a secure login service.



Simplification of the purchasing process:

Ability of simplifying the purchasing process by eliminating passwords in the user's interaction with the website/app.



Verification of user identity.:

Ability to obtain verified information on the identity of users (ID card, name, surname, etc.).



Validation of the user's own data

Ability to validate the information previously collected from the user with the data provided through Bizum.

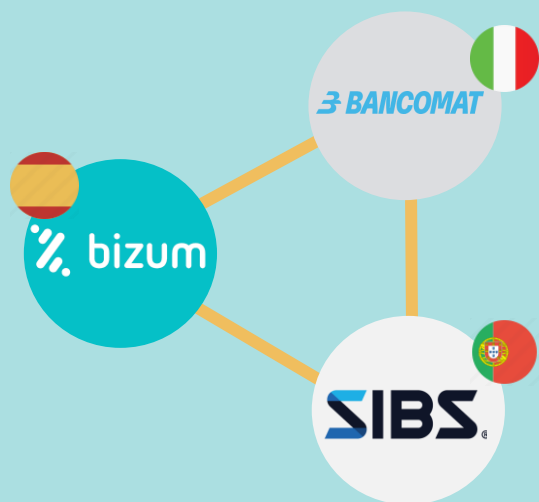


Confirmation of legal age

Ability to validate whether or not a user is of legal age during the registration process if the user identifies with Bizum.

Bizum use cases: P2P Interoperability

Interoperability as a catalyst for a sovereign, robust and pan-European payments market



EuroPA

VISION

Interoperability for P2P payments leveraging on SEPA Instant transfers, with sights on extending its reach to other use cases in later stages (e-commerce or POS payments).

FOOTPRINT

Initial focus connecting these 3 solutions which cover 4 European markets, **open to engage with other European solutions** (for instance, other EMPSA members, EPI, etc.).

TECHNICAL APPROACH

Reusing existing infrastructure and technical components currently in place for each solution to minimize efforts and investments.

BRAND

At least during the initial phase, **leverage the high recognition of each of these brands** in their respective markets.

This initiative **shares the same key objectives as the ones defined by the Eurosystem for any Pan-European payment solution** (as per the ECB's "Retail Payments Strategy for 2024 and beyond")

EuroPA: Project status & next steps

MILESTONES 2024-25

Commercial agreement signed &
Rollout launched (Q2-2025)



NEXT STEPS

Participation of new members in the Project
Definition of interoperability strategy for P2eM & P2M



Starting March 31st PSPs participating in BIZUM, BANCOMAT and MBWAY have started a phased rollout of interoperability that will connect over 50 million users between Spain, Andorra, Italy and Portugal.



EuroPA current's potential network (if materialized could enable interoperability across 12 countries and more than 100 million users

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Conclusions – Keys for Bizum's success

Banking sector's response to a demand in P2P instant payments

Bizum's 10 key learnings that help explain its success building an Instant Payments solution

-  **Open Framework:** Participation is open to all credit institutions (registered and supervised by Central Bank).
-  **Coo-petition:** Free competition between participants to enrol users and offer value added services on top of a common standard (free competition on prices, promotions, and additional features).
-  **Sustainable Business model:** Ensuring a fair remuneration to participants and mitigating the potential cannibalisation of other payment instruments.
-  **Governance:** Smooth decision-making process and adequate representation of participants to contribute during roadmap definition/execution processes.
-  **User experience:** Homogeneous and attractive to users for its convenience (minimum common UX requirements across all banks).
-  **Common brand:** Allowing for easier recognition and joint marketing campaigns.
-  **User trust in the Ecosystem:** Leveraging on bank's secure processes and existing relationship with users (better reputation than other players regarding data sharing and safety).
-  **P2P as the catalyst for growth:** Free service to capture a critical mass that allows for network effects.
-  **Goal: Cash displacement** and not the substitution of other existing instruments (controls to avoid wrong use of the service).
-  **Continuous evolution:** Rollout of new features and use cases to ensure that Bizum stays up as the leading and most innovative solution, always with a Business case supporting every decision.

THANK YOU FOR YOUR ATTENTION



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Head of Operations & IT

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 [Contact in LinkedIn](#)