OFFICIAL Launching of BCEL UNIONPAY ATM CHIP CARD

26/03/2021, Landmark Mekong Riverside Hotel

In the afternoon of Friday 26 March 2021, Banque pour le Commerce Exterieur Lao Public (BCEL) officially announced BCEL UnionPay ATM Chip Card at Landmark Mekong Riverside Hotel. This ceremony was honorably attended by Mrs. Vathana Dalaloy , Deputy Governor of the Bank of the Lao PDR; Mr. Bounleua Sinxayvoravong, Deputy Minister of Finance and also Chairman of BCEL's Board of Directors and Mr. Soulisack Thumnouvong, Director General of Payment System Supervision Department of the Bank of the Lao PDR.

The ceremony was officially opened by the speech of Mr. Phoukhong Chanthachack – General Managing Director of BCEL and Mr. Lixin Wang, Vice President UnionPay International**.** The ceremony also welcomed the attending of the representatives from Departments of the Bank of the Lao PDR, 8 Ministries, Directors of the State-own Commercial Banks, BCEL's subsidiaries, Divisions, Center and Branches and the mass media.



So far BCEL's service network consists of 20 branches, 94 service units, 15 money exchange units and more importantly, BCEL's customer base of mobile banking dominates 70% of the entire transactions in Lao PDR. BCEL UnionPay ATM Card is one of banking services of BCEL, since the first launch in 2010, BCEL has more than 900.000 users or 85% all around the country. This announcement represented the improvement of the service in terms of technology that makes the service faster and easier with the international security standard. BCEL UnionPay ATM Card (normal card) will be replaced by BCEL UnionPay ATM Chip Card, which will store customer's information in a high-level secured chip and prevent information stealing. Here are some outstanding and special features of the card:

- The chip card supports contactless payment feature or Tap & Go, the new technology that supports the payment by which the customer just taps the chip card at the point-of-sale terminal equipped with the technology and the payment will be completed.
- Customers can put their customized photo on the card which can be done exclusively for **ATM BCEL MyWay UnionPay Card**, a newly released card by BCEL.
- With the first ever function in the Lao PDR that the customers can request a new card via BCEL One and select the location for receiving the new card. Moreover, customers can access and use features in BCEL One during the changing process.



Customers can request for a new BCEL UnionPay ATM Chip Card for all type of cards with free of charge via 2 channels: BCEL One and over the counter at all branches and service units.

With the chip card request via BCEL One, customers will receive a new card in virtual card with new details. The card will be working as usual as it was. After that, customers will receive a notification on BCEL One of the new physical chip card that customers can get the card at the selected branch.

For the customers who have not been BCEL One users, they can get a new card over the counter, which the password for receiving will be sent via SMS to customers' phones.

Nowadays, technology is moving faster than ever before, BCEL will continue developing for better services and better customer experiences.

