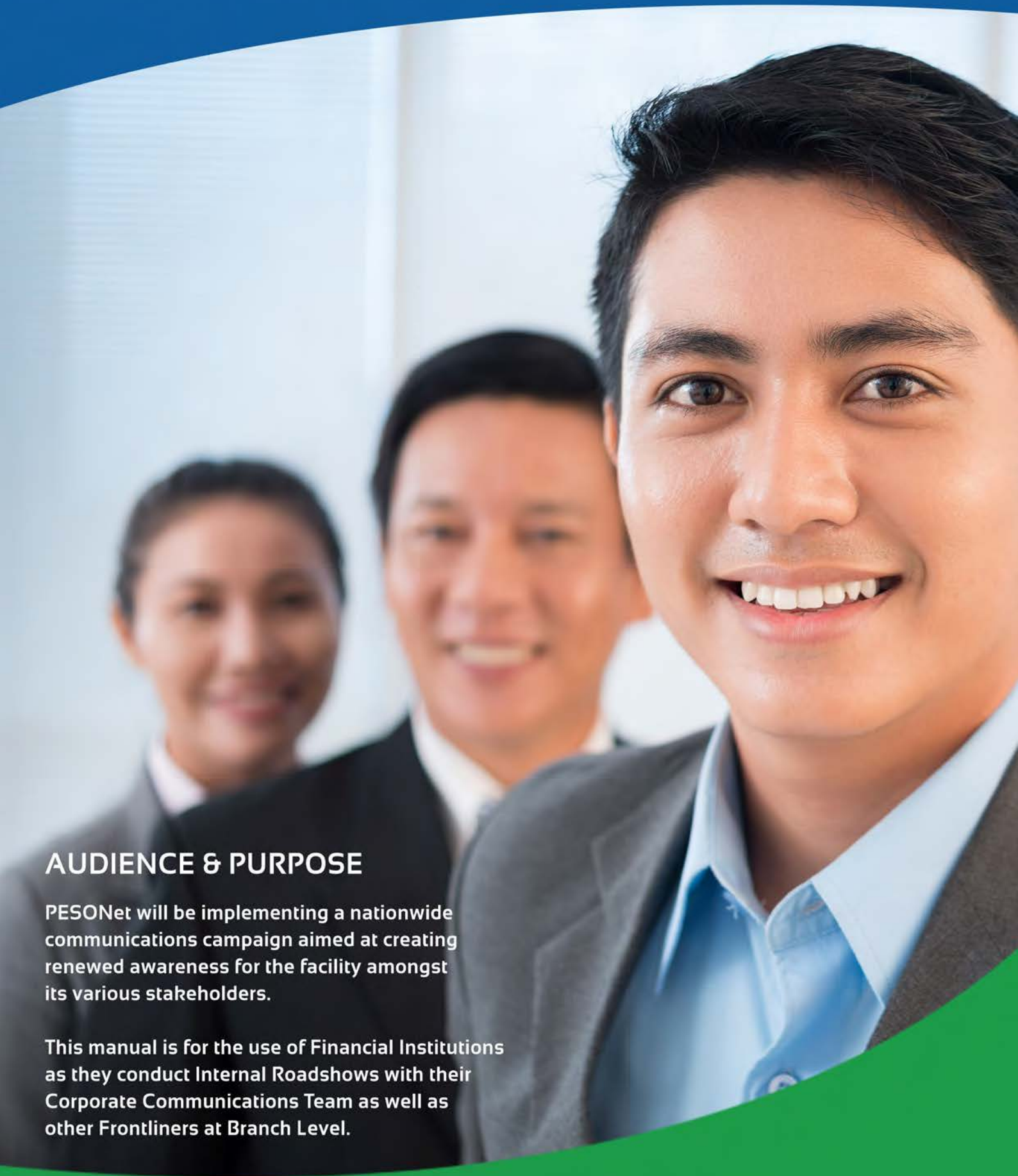
# PESONet

## COMMUNICATIONS GUIDE

www.pesonet.info



## AUDIENCE & PURPOSE

PESONet will be implementing a nationwide communications campaign aimed at creating renewed awareness for the facility amongst its various stakeholders.

This manual is for the use of Financial Institutions as they conduct Internal Roadshows with their Corporate Communications Team as well as other Frontliners at Branch Level.

## CAMPAIGN OBJECTIVES

- Create awareness for the existence of PESONet
- Highlight its convenience and safety benefits
- Create a demand amongst potential users of PesoNet

## WHAT IS PESONET?

PESONet is an Interbank Electronic Fund Transfer Platform.

Customers can do bulk funds transfer electronically from one account to other accounts in other participating financial institutions.

It is the perfect alternative to checks.

It is a more inclusive platform for Electronic Fund Transfers which will make B2B (business-to-business), B2C (business-to-consumer) and even G2B (government-to-business) and G2C (government-to-consumer) payments more practical, convenient, fast, and secure.

# KEY MESSAGING: BENEFITS

## BENEFITS FOR FINANCIAL INSTITUTIONS:

- Cross-selling of products like deposits and loans, investments and insurance
- Digital innovation in the Delivery of Financial Services
- Aside from that, the customer satisfaction and retention rate will increase
- Reduce cost for check payments

## BENEFITS FOR BUSINESSES:

- Improved efficiency
- Increased revenue
- Greater transparency and security
- Stronger business relationships

## BENEFITS FOR GENERAL POPULATION:

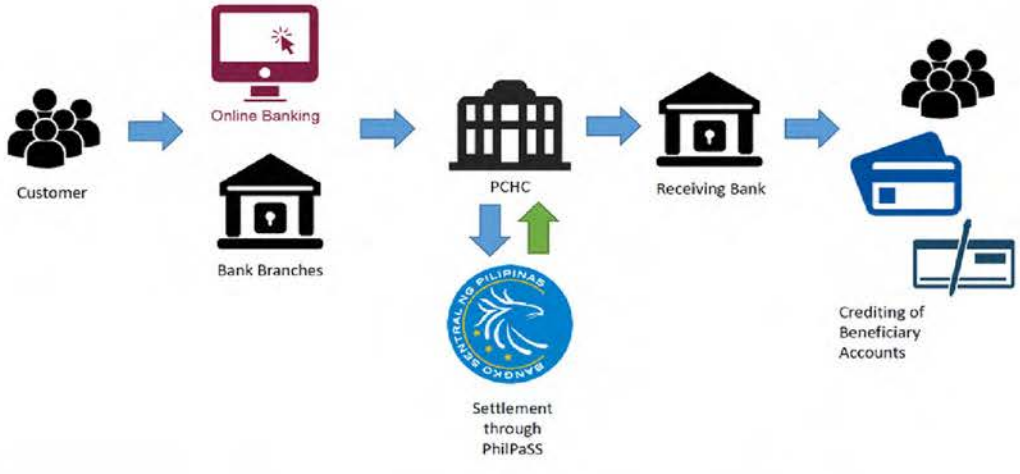
- Beneficiaries receive funds in their account at full value on the same day
- Ease and convenience of incoming and outbound transactions is the ultimate benefit
- Safety of personnel is ensured with cashless transactions
- Businesses will save not just only on time but also manpower in processing payments (automation = efficiency)

TRANSFERRING FUNDS?
WHY WAIT IN LINE WHEN
YOU CAN GO ONLINE?
Want to save time, energy
and manpower costs?
I-PESONet MO NA YAN!
AVOID RISK OF LOSS AND THEFT,
TRANSFER FUNDS WITH PESONet.
TRANSFER FUNDS ANYTIME,
ANYWHERE, ANY PLACE WITH PESONet.

# KEY MESSAGING: FEATURES

## EASE OF DOING BUSINESS

- BANK INTERCONNECTIVITY: Allows transfer of funds between accounts held among participating financial institutions (banks and non-banks)
- BATCH TRANSFER: Available to accept transactions (volume/bulk) from participating financial institutions 24/7 for credit to multiple accounts in other financial institutions
- SAME DAY TRANSFER: Full value of the funds are made available to beneficiaries on the same day (subject to financial institution's cut-off)
- LARGE VALUE FUND TRANSFER: Transfer Any Amount per Transaction
- DOMESTIC TRANSACTIONS: Available for funds transfers from a Philippine account to other Philippine accounts in participating financial institutions
- CONVENIENCE, SECURITY, AND SAFETY.



HOW SECURE IS PESONET?

PESONet places a high emphasis on security to ensure the security and integrity of transactions made by participating banks.

Multi-Factor Authentication through the use of ST3 Tokens in addition to conventional user registration and password combination.
Use of stronger digital certificates (with 4096-bit keys)
Used of enhanced cipher algorithms (AES 256/SHA 256)
Standards-based security model

# OTHER QUESTIONS?

Visit our website at www.pesonet.info for news updates and more.

Note: For questions or concerns, kindly reach out to the main point-of-contact for PESONet in your company.