

## PRESS RELEASE

## UBL and Mastercard launch 50% cashback campaign with Pizza Hut and Burger King through UBL Masterpass QR



(Sitting left to right) Mr. Muhammad Zaman, Head Digital Banking, UBL; Mr. Aurangzaib Khan, Country Head Mastercard Pakistan and Afghanistan and Mr. Zafar Shakir, Chief Commercial Officer, MCR Private Limited along with other executives during the campaign launch event.

UBL, Pakistan's Best Bank 2016, has launched the 50% cashback campaign in collaboration with Mastercard and MCR Private Limited. MCR manages world renowned food brands Pizza Hut and Burger King in Pakistan. With this offer, customers can avail up to 50% cashback on their UBL Masterpass QR transaction done on any Pizza Hut and Burger King outlets across the country.

When ready to checkout, customers 'simply scan to pay' by accessing the Masterpass QR functionality on their UBL Omni mobile app and scanning the QR code displayed at the merchant's checkout counter. This provides the customer with a fast, secure and convenient payment experience on UBL Omni mobile app.

Mr. Muhammad Zaman, Head Digital Banking, UBL said on the occasion "UBL has been the leading financial institution offering innovative products and services in the space of digital payments. This new service will go a long way in further changing the payment landscape in Pakistan. We are delighted to team up with world's leading brands Mastercard, Pizza Hut and Burger King to facilitate customers with this new service."

Mr. Aurangzaib Khan, Country Head - Pakistan & Afghanistan, Mastercard, said: "At Mastercard we constantly strive to provide consumers with better and more rewarding ways to pay, and this new campaign launched in collaboration with UBL and MCR is a further step in our efforts to bring the benefits of digital payment technology to a broader segment of merchants and consumers. Since its launch in the country earlier this year, Masterpass QR has transformed the way people pay for services, providing consumers across Pakistan with a simple and secure payment method that allows them to complete transactions in mere seconds. The cashback campaign provides an added incentive for consumers to pay with Masterpass QR, thereby further expanding the reach of digital payments in the country."

Mr. Zafar Shakir, Chief Commercial Officer, MCR Private Limited, said: "Pizza Hut and Burger King are world renowned brands not just for quality; product innovation has also been a key element of our success. And now with a cutting edge payment methodology 'UBL Masterpass QR', we have maintained that tradition. We will continue to excite customers with leading innovations and incentives so that they embrace our hospitality with joy and distinction."



## **About UBL**

United Bank Limited (UBL) is one of Pakistan's largest banks in the private sector. The Bank operates a network of over 1,375 branches across Pakistan and 19 branches overseas. It was declared Pakistan's Best Bank 2016 at the first Pakistan Banking Awards and the Bank's entity ratings were also recently upgraded to AAA/A-1+. The Bank maintains its leadership in branchless banking through UBL Omni which has an agent network of over 40,000 Dukaans across Pakistan. With a customer base of over 4 million, it leads the banking and financial services sector in Pakistan. Customers across the world have 24/7 access to the Bank via UBL's world class Internet Banking.

## **About Mastercard:**

[Mastercard](#) (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardMEA](#) and [@MastercardNews](#), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [MEA Engagement Bureau](#).

## **About Pizza Hut**

Pizza Hut, being the first International franchise to enter the Pakistani market has set new standards for dine-in restaurants and quick delivery of oven hot pizzas and has since then enjoyed tremendous brand loyalty from its customers.

For more information visit: [www.pizzahut.com.pk](http://www.pizzahut.com.pk); Facebook: [www.fb.com/PizzaHutPak](https://www.facebook.com/PizzaHutPak)

## **About Burger King:**

Burger King is one of the biggest growing Fast Food chain in Pakistan. The original HOME OF THE WHOPPER®, our commitment to premium ingredients, signature recipes, and family-friendly dining experiences is what has defined our brand for more than 50 successful years.