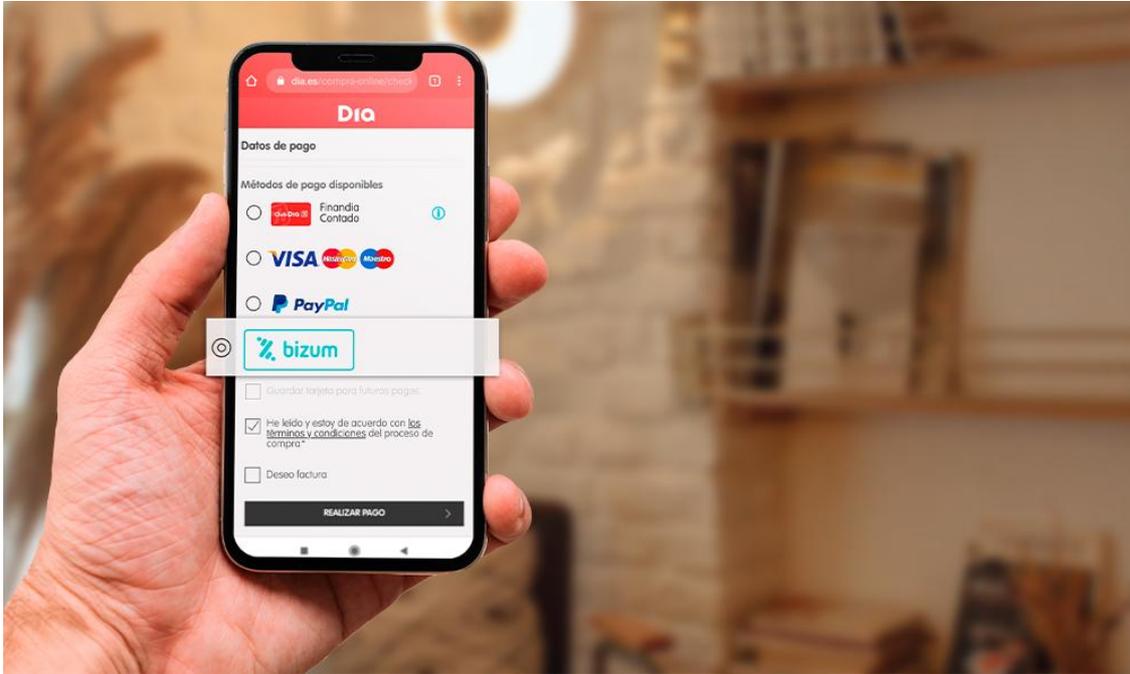




## DIA now accepts payment via Bizum on the Dia.es online store



*The service makes paying online easier and aims to improve the customer experience.*

*By adding Bizum to its payment methods, DIA takes another step towards digital transformation.*

*The supermarket chain joins forces with Banco Santander to offer this payment method for online purchases.*

**Madrid, 22 January 2021.** DIA is now offering a new payment method on the [Dia.es](https://dia.es) online store. The supermarket chain has added Bizum to its payment methods, which already include PayPal, Visa, Mastercard and Finandia. This new option means that customers can shop online and make purchases easily and quickly, reducing the time needed for online shopping.

*"Adding Bizum to our online payment methods is in line with our ongoing mission to adapt to our customers' digital needs. We know that they truly value being able to choose from various payment methods when shopping online. With Bizum, we are offering them an innovative payment method that is secure, transparent, and easy to use. This new option is in keeping with our commitment to*



*going digital and streamlining our processes, and it reinforces our ongoing mission to improve the experience of our customers, who are choosing to shop on our online store more and more,"* commented the **DIA Spain Online Manager, Diego Sebastián de Erice**.

Customers who select Bizum as a payment method can pay simply by entering their telephone number on the website. The option is now available on [Dia.es](https://www.dia.es) for both online purchases and the "Express Delivery Service" launched a few months ago, which offers customers home delivery on orders within one hour.

DIA placed its trust in Banco Santander to offer this payment method on its online store. **Rubén Justel, General Manager of Santander España Merchant Services**, the Santander branch that manages the entity's payments, has referred to the collaboration as *"a great example of how Santander is helping businesses digitalise payments. The global pandemic has boosted the use of e-commerce in general, and now consumers can benefit from Bizum as a very simple and easy way to pay for their purchases at DIA."* In this way, the two companies have reinforced a successful partnership that dates back more than three decades, and that is still going strong today with projects like this one, in addition to card purchases at both physical and online stores.

## **#Let'sThinkAboutEveryone**

### **Closer every DAY**

DIA (Distribuidora Internacional de Alimentación) is a leading local supermarket chain, with close to 6,200 stores and franchises in Spain, Portugal, Brazil, and Argentina. With the commitment of its more than 39,000 employees around the world as well as its suppliers, who are primarily local, DIA offers the best product offering and service to its more than 20 million customers.

### **PRESS**

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