

São Paulo, September 14th, 2020

Bradesco launches Bitz and enters the digital wallet market

Bradesco announces that today it is starting the operations of its new company, Bitz Serviços Financeiros S.A., which will operate on the Brazilian digital wallets and payment accounts market. The company will offer an app, also named Bitz, in partnership with Cielo.

The new app will allow clients to store money in their digital wallet and make bill payments directly from their cell phones, in addition to other features, such as transferring amounts between Bitz accounts, bank accounts (local acronym TED), recharging cell phones, credit, including Alelo Food and Meal voucher cards and payments via QRCode in establishments that use Cielo machines - available in more than one and a half million outlets throughout Brazil. The balance remaining in the Bitz will have a daily yield in line with 100% of the Interbank Deposit Certificate (CDI).

"We are expanding our offer in a world of digital expansion," said Octavio de Lazari Jr, Bradesco's CEO.

To become a Bitz customer just download the app, available at app stores for iOS (Apple) and Android, and register. It is faster and easier than opening a traditional account and is a 100% digital solution with no opening or maintenance costs.

"With this initiative, Bradesco is reaffirming its commitment to digital presence and is starting to provide an even more complete portfolio to the market, helping contribute to the financial inclusion of an important portion of the population," says Curt Cortese Zimmermann, Bitz CEO. "It is a digital and innovative product for those who want to complement banking services, using a simple and practical tool that makes daily life much easier."

Virtual, physical and cashback cards

The Bitz digital wallet allows the client to create a virtual debit card to be used on e-Commerce sites and apps where the ELO brand is accepted. It is an innovation that facilitates online shopping for those who previously only had the bill as an option. The regular use of Bitz will generate credits in cashback format (purchases made with the physical card, virtual card or payment by QRCode through the Cielo machines). The Bitz customer will also receive at home a physical debit card with the ELO brand to use on any machine and which can also withdraw money from the Banco24Horas ATM network. This guarantees full acceptance and more convenience.

Bitz Features

- Account Payment with physical debit card bearing the ELO brand;
- Virtual card for online purchases in cash;
- You can register a Virtual Bitz Card in your favorite apps and official app stores;
- Register any brand of credit cards in the app;
- Also register ALELO food and meal cards;
- Pay and receive by cell phone;
- Pay bills or taxes by cell phone;
- Recharge cell phones;
- Make payments via QR Code in Cielo machines using Bitz balance or credit cards or registered ALELO cards;
- Make free TED transfers (daily limit of R\$ 5,000 and monthly limit of R\$ 30,000)
- Charge your customers by bill or QRCode (corporate entity -PJ profile user);
- Rede 24 horas ATM network withdrawals from your Bitz account balance;
- Cash back on purchases made with your Bitz physical card, virtual card or by paying via QRCode in Cielo machines.

Further information:

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