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MobilePay

The story of MobilePay - and a few facts

How it all started

Danske Bank created MobilePay to address the need for very simple money transfers. The ambition was to make transferring money to friends and businesses as easy as it is to send a text message.

On 7 May 2013, this ambition was realised with the launch of the MobilePay app. On that day alone, 25,000 people downloaded the app. After four months, there were 500,000 users, and three years after the launch, more than 3,4 million Danes had downloaded MobilePay. About 70% of users are customers at other banks than Danske Bank.

MobilePay has been a great success in Denmark for three years and is gaining ground in Norway and Finland. As of today, Nordea, Jyske Bank and selected banks from BOKIS have joined MobilePay as distribution partners. This means that MobilePay gets even more resources to invest ambitiously for the benefit of users and businesses.

With the new model, other Nordic banks can also join MobilePay as distribution partners.



With MobilePay, sending money is just as easy as sending a text message

See how easy it is to send money with MobilePay (00:40).



Not just for private individuals

Businesses and charities are also discovering MobilePay. The app is becoming increasingly widespread as a payment solution and can be used in thousands of shops, supermarkets and restaurants as well as in other apps and for online purchases.

We also offer MobilePay in Finland and Norway.

Currently, some 30 developers work with MobilePay to make sure that it continues to be the preferred mobile payment solution.

Take a look inside

At the [MobilePay developer site](#) we guide you through the process of implementing MobilePay as a payment method in your merchant app.

You can pay with MobilePay inside other apps

Video: MobilePay can be implemented as a payment option in other apps (00:36).

Facts about MobilePay

- More than 3.6 million Danes use MobilePay.
- More than 49,000 shops accept payments via MobilePay.
- More than 205 million MobilePay transactions take place per year.



You can pay by holding your mobile up to the Point of Sale device and even get your receipt directly in MobilePay.

Video: MobilePay offers easy payments when you shop. You can even get receipts directly in the app (01.26).

MobilePay - in figures

Updated 10 July 2017



7 6



9 out of 10

smartphones
have the app



Largest total amount transferred
in a single day:

DKK 442,013,093

on 31 March 2017

Day with the most transfers: 31 March 2017, with

1,076,036 transfers



More than 6,800 webshops
accept payments via
MobilePay



The largest individual
purchase from a
webshop was for

DKK 52,499

MobilePay is the **2nd**
most important app in
Denmark in the eyes
of the users***



1. Facebook
2. MobilePay
3. Mail
4. Rejseplanen
5. Danmarks Radio
6. FB-messenger
7. Google

More than **3.6**
million people use MobilePay regularly



On average,

DKK 126,870

is transferred per minute (past 3 months)



98 of the **98**

Danish local
authorities have a
MobilePay contract



There are

1,200

new users per day on
average



59%

of the digital stamps purchased in
PostNord's Mobilporto app
are paid for via MobilePay*

74%

of all tickets sold in the Danish State Railway's
app are paid for via MobilePay**





More than 270 charitable organisations
have used MobilePay, and more than
DKK 40+ million
was donated via MobilePay



404,692,340
transfers made

Total amount transferred:

DKK 103,603,562,359

One hundred three billions, six hundred three millions,
five hundred sixty-two thousands, three hundred and fifty-nine Danish kroner



52%

of MobilePay users
are women



MobilePay


Sources: MobilePay, *PostNord, **Danish State Railway, ***AudienceProject Device Study 2016

Contact MobilePay



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Press Officer

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Mark Wraa

Head of MobilePay

[Download highres photo](#)

Press releases

Hus Forbi expands collaboration with MobilePay and Danske Bank
(03 May 2017)

MobilePay is heading towards 10.000 webshops in the Nordic
(19 April 2017)

World premier of speedy mobile payments from locked screen on all smartphone types
(10 April 2017)

MobilePay is ready for subscription agreements
(2 March 2017)

Nordea joins MobilePay
(13 October 2016)

MobilePay-partnership with Bambora enhances user experience
(30 September 2016)

MobilePay in the most widespread payment terminals in the Nordic region
(1 September 2016)

Pay your invoices with MobilePay
(25 May 2016)

Three million people in Denmark are now using MobilePay
(19 May 2016)

Combined MobilePay and card terminal now available
(2 March 2016)

Pay with MobilePay from your Apple watch
(7 August 2015)

Pay for your train ticket with MobilePay
(17 August 2015)

No more crumpled receipts
(22 June 2015)

All you need is your smartphone in Dansk Supermarked
(11 March 2015)

MobilePay for online shopping
(3 July 2014)

First Danish mobile payment solution for businesses
(11 February 2014)

MobilePay App of the Year 2013
(16 January 2014)



Download MobilePay

Our app is available in the [App Store](#), on [Google play](#) and from [Windows Phone Store](#). For the moment the app is available in Danish, Norwegian and Finnish.

- [The story in English](#)
- [Om MobilePay](#)
- [Presse](#)
- [For udviklere](#)
- [Materialer](#)

**Brug for hjælp til
MobilePay for private?**
[45 144 447](#) [45 144 447](#)
support@mobilepay.dk

Mandag - torsdag: 08:00 - 21:00
Fredag: 08:00 - 18:00
Lørdag: 10:00 - 18:00
Søndag: 10:00 - 21:00

**Brug for hjælp til
MobilePay som forretning?**
[45 144 440](#) [45 144 440](#)
erhverv@mobilepay.dk

Mandag - Fredag: 09:00 - 16:00

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