

## Western Union kicks off mobile money transfer service

Western Union Company on Thursday announced that customers in Vietnam can now receive and manage their international remittances around the clock with their cell phone by registering their Viettel mobile number for Military Bank's MB Mobile Money service and providing their numbers to family and friends overseas.

Thanks to the new service, customers from 110 countries can now enjoy the option of sending a Western Union Mobile Money Transfer transaction to Vietnam from more than 215,000 participating agent locations; or from the website WesternUnion.com, according to a statement of Western Union.

Recipients in Vietnam can access and manage their remittances through this mobile account anytime, anywhere using their mobile phone.

They can transfer the funds to any account at 10 banks in Vietnam, or use the funds to pay for bills.

Military Bank currently has 240,000 Bankplus users who are entitled to the MB Mobile Money service.

Le Hai from Military Bank said in the statement that his bank has worked with Western Union for many years, offering money transfer services at the bank's retail branches across Vietnam. Enabling its consumers to receive Western Union remittances through their mobile phones is another step forward in its successful collaboration with Western Union.

"Consumer preferences to send and receive money are changing with emerging technologies. It is very necessary to offer an alternative channel for consumers to access traditional service. This newly launched mobile money transfer service is a perfect example of how extended service meets consumers' changing needs," he said.

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