

# PrivatBank KB PAT in Financial Cards and Payments (Ukraine)

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## Abstracts

? Over the forecast period, PrivatBank KB PAT will remain the most aggressive player in financial cards and payments in Ukraine. It will make use of its biggest presence nationwide through branches, ATMs and POS terminals in order to reach as many clients as possible. PrivatBank will also continue to invest in new product development and advertise its services to Ukrainian consumers. However, adding transparency to relationships with its clients will help to improve its image in the long term an...

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