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Thanks to boon, Google Pay is now available to all Android users in Italy

Aschheim (Munich) / Milan (ots) -

- Fully digital and contactless payments with Google Pay are facilitated by the boon android app

Wirecard, the global leader in innovation for digital financial technology, is making its mobile payment solution boon available to download in the Google Play store for the launch of Google Pay in Italy. As a result, Italian users will benefit from a fully digitized prepaid Mastercard for mobile payments, regardless of which bank they are with.

According to a recent survey, 74% of all consumers in Italy already use their smartphone for mobile banking. As of now, Android users in Italy can make secure contactless mobile payments at the till with Google Pay and boon. With the new boon Android app, customers can simply add their digital Mastercard to Google Pay. With boon, all Android smartphone users can register in a matter of minutes and then securely pay via boon and Google Pay.

Georg von Waldenfels, Executive Vice President Consumer Solutions at Wirecard, says: "With boon, we are delighted to now offer Google Pay to every user of an Android device in Italy, from Android version 5 on. We welcome today's launch of Google Pay in Italy and together with boon, the digitization of payment processes is advancing."

Florence Diss, Head of EMEA Commerce Partnerships, Google, adds: "Starting today, boon users can link their card to Google Pay once and then use Google Pay to make safe, fast and delightful purchases in millions of places in Italy and around the world including on their favorite apps and sites."

Users can top up their boon account using any Mastercard or Visa and via bank transfer. As a result, it is not necessary to already own a credit card from a bank supported by Google Pay. Furthermore, boon facilitates free, real-time money transfers between boon users. Thanks to the Google Pay integration, Android users can use boon especially quickly and easily: Users simply take their mobile end device, hold it over the till terminal - without even having to open up the app - and the payment is complete.

boon is the industry's first fully digitized mobile payment solution and can be used independently from banks and telecommunications providers. boon is already available on Android devices in Germany, Belgium, Ireland, the Netherlands, Austria and Spain. The app runs on both the Android operating system and iOS, where boon is already available in the UK, France, Italy, Ireland, Switzerland and Spain.

Further details can be found at: www.boonpayment.com

About Wirecard:

Wirecard (GER:WDI) is one of the world's fastest growing digital platforms in the area of financial commerce. We provide both corporate clients and consumers with a constantly expanding ecosystem of real-time value-added services built around innovative digital payments by using an integrated B2B2C approach. This ecosystem concentrates on solutions in the areas payment and risk, retail and transaction banking, loyalty and coupon programs in addition to data analytics and conversion rate enhancement across all sales channels (online, mobile, ePOS). Wirecard operates regulated financial institutions in several key markets, in addition to holding issuing and acquiring licenses from all major payment and card networks. Wirecard AG is listed on the Frankfurt Stock Exchange (TecDAX, ISIN DE0007472060). Visit us on www.wirecard.com, follow us on Twitter @wirecard and on Facebook @wirecardgroup.

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