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## Continental chooses Wirecard for new online bicycle shop / Secure payment with credit card

Aschheim (ots) -

Continental's TwoWheel business unit now offers an online shop for bicycle accessories. Payment processing for the shop will be handled by Wirecard, the leading innovation driver of digital financial technology.

The online shop is initially available to customers with a delivery address in Germany and offers accessories, cycling clothing and selected tires as special editions. Customers can choose from this offer online and pay conveniently and securely thanks to Wirecard. Credit card payments via Mastercard and Visa are integrated as means of payment.

The market for two-wheelers is growing constantly in Germany - more than 73 million German citizens currently own a bicycle, and according to the German Association of the Two-Wheeler Industry, almost six million new bicycles are added every year. The turnover that the bicycle industry generates with bicycle accessories such as tires and cycling clothing as additional merchandise articles amounted to around 298 million euros in 2016.

Marion Laewe, Vice President Sales Consumer Goods at Wirecard, emphasizes: "We are proud to cooperate with Continental's TwoWheel business unit in the area of payment. Together with Continental, we have found the desired mix of secure and flexible payment for the Continental online shop from our various solutions, in order to intelligently link the trend towards online shopping with the rapidly growing cycling community."

About Wirecard:

Wirecard (GER:WDI) is one of the world's fastest growing digital platforms in the area of financial commerce. We provide both business customers 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 the areas payment & risk, retail & transaction banking, loyalty & couponing, data analytics & conversion rate enhancement in all sales channels (online, mobile, ePOS). Wirecard operates regulated financial institutions in several key markets, holds issuing and acquiring licenses from all major payment and card networks. Wirecard AG is listed on the Frankfurt Stock Exchange (DAX, ISIN DE0007472060). Visit us on [www.wirecard.com](http://www.wirecard.com), follow us on Twitter @wirecard and on Facebook @wirecardgroup.

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