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Wirecard and givve enhance digital benefits to improve loyalty amongst hundreds of thousands of employees

Aschheim (Munich) (ots) -

- Wirecard has already issued almost 300,000 employee cards for over 8,500 givve corporate customers
- givve's acquisition by Up group opens up a new range of deployment scenarios in the field of loyalty and incentives

Wirecard, the global innovation leader for digital financial technology, and givve, a German FinTech company specializing on employee engagement and incentive solutions, expand their existing partnership in the field of digital employee benefits. The givve Mastercard is issued by Wirecard and can be used at 36 million points of acceptance worldwide. givve currently boasts over 8,500 corporate clients including Lindner Group and Mercateo, has issued almost 300,000 employee benefit cards via the Wirecard platform, and is currently selling 500 new cards a day. The Munich-based FinTech givve is one of the ten fastest growing technology companies in Germany and was recently acquired by Up group. As a result of the acquisition, the deployment possibilities for the joint solution can be extended from employee loyalty cards to include full loyalty programs and incentives.

Joanne Ridgway, Head of Account Management at Wirecard, said, "The advantages of digital benefit cards for both employers and employees range from concrete ones such as tax benefits to emotional ones such as loyalty and the feel good factor. In the US, we have been serving this market for many years, in which time the number of issued cards has grown by 75% while expenditure using employee benefit cards has risen around 45%. We look forward to driving forward this growth market here in Europe and partnerships with innovative, forward-thinking companies are key to this vision."

Patrick Löffler, Co-Founder and CEO at givve, added, "The work we have done with Wirecard on both the card holder and the client issuing fronts is highly innovative and has been key in helping our customers improve employee loyalty. For example, unlike similar offerings, our card can be topped up by users, extending its lifespan and enabling employees to use the card as an alternative cashless payment method on an ongoing basis. We are excited about the possibilities to expand the reach of our technology and improve processes further through the use of state-of-the-art developments such as machine learning."

givve offers a platform facilitating, automating and optimizing the management and distribution of employee benefits, combined with a multi-use-case payment card, issued by Wirecard. This solution strengthens the strong and meaningful bonds between a company and its employees, which is an increasingly differentiating factor in attracting and retaining the best talents. The givve Mastercard can be branded in line with a company's corporate identity and offers employers the chance to show their appreciation for employees with a wide range of tax-free fringe benefits.

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 and TecDAX, ISIN DE0007472060). Visit us on www.wirecard.com, follow us on Twitter @wirecard and on Facebook @wirecardgroup.

About givve:

The company was founded in 2010 by Patrick Löffler (CEO) and Alexander Klaiber (CTO). The prepaid credit card from givve is the most flexible voucher in the world and can be used at more than 30 million acceptance points around the globe. The prepaid credit card from givve is a smart way to increase your salary as an additional benefit in cash from your employer. Companies have the option of providing their employees with tax-free benefits in kind at a value of 44 euros. With the givve card, which can be designed in the corporate design of the company, employees can use this amount as they wish. Thus, givve offers companies a progressive and sustainable tool for employee retention and motivation as well as for increasing employer attractiveness and is employee motivation that pays off. Further information can be found at www.givve.com.

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