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## Wirecard extends collaboration with one of Paris' largest department stores Printemps by boosting WeChat Pay acceptance

Aschheim (Munich) (ots) -

- The wider WeChat Pay integration is part of a larger campaign: sponsored ads, special discounts, and in-app promotions to be offered to Chinese WeChat users
- The total transaction volume spent using Chinese payment methods and processed via the Wirecard platform has more than doubled in the last year

Wirecard, the global innovation leader in digital financial technology, and Printemps, a leading French department store, expand their collaboration regarding WeChat Pay acceptance in-store. The Wirecard WeChat Pay solution has been implemented at multiple Printemps locations throughout France. At the fashion, beauty and luxury retailer's flagship store on Boulevard Haussmann in central Paris, a dedicated WeChat Pay campaign has now been launched for the current Chinese peak travel period around the Chinese May holidays.

"We are proud to give Chinese tourists yet another reason to visit Printemps Haussmann, a Parisian icon. Upon entering the store and until checkout, they will enjoy a luxurious and modern shopping experience at one of Paris' biggest department stores," commented Laurent Schenten, International Division Director and Customer & Services Director at Printemps. "Wirecard's expertise in the area of digital payments, especially when it comes to Chinese payment methods, has been instrumental in launching the campaign, and we look forward to welcoming even more visitors to our flagship store."

The total transaction volume spent using Chinese payment methods and processed via the Wirecard platform has more than doubled in the last year. In department stores, Chinese guests averagely spend around 810 Euro per purchase. The highest single purchase with Chinese payment methods and processed by Wirecard was over 40,000 Euro. Printemps has also seen a very significant digit increase in its total transaction volume with Chinese visitors since the introduction of Chinese payment methods in late 2016.

The latest campaign, which is a joint initiative by Printemps, WeChat Pay and Wirecard, offers the Chinese travelers an optimal shopping experience at the flagship store. A dedicated pop-up campaign area has been set up and furthermore the campaign and Printemps are promoted in the WeChat app in the form of sponsored ads, special discounts, and in-app offers. WeChat boasts over one billion users.

In addition to being able to pay with a preferred payment method, which is fast and convenient and offers discounts and optimal exchange rates, quality and price are key factors that influence Chinese tourists' shopping decisions. The collaboration will offer all these benefits to Chinese tourists shopping at Printemps Haussmann during the campaign running until 31 May 2019, which coincides with China's peak international travel season.

"With this exciting campaign with Printemps we have demonstrated that our Chinese mobile payment solutions do not only offer retailers more payment acceptance options, but also targeted marketing and advertising opportunities - all via one platform," added Christian Reindl, EVP Retail & Consumer Goods at Wirecard. "We are excited to launch this campaign with Printemps and show our innovative power in global digital payments, with one of France's most iconic retailers."

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 and 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](http://www.wirecard.com), follow us on Twitter @wirecard and on Facebook @wirecardgroup.

About Printemps:

Founded in 1865 by Jules Jaluzot, Printemps is one of the top French names in fashion, luxury and beauty with 19 department stores in France. With over 2,500 brands and a total surface area of 180,000m<sup>2</sup>, Printemps welcome 60 million visitors to its stores annually, over 20 million of whom visit Printemps Haussmann. Printemps boasts an exceptional cultural and artistic history, and its flagship on Boulevard Haussmann is the best known representation of this heritage. The signature store is a listed building, and has celebrated its 150th anniversary in 2015.

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