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Wirecard supports the largest home improvement retailer in Brazil Leroy Merlin with online marketplace solution

Aschheim (München) (ots) -

Wirecard cooperates with Leroy Merlin in Brazil to support them in the expansion of their B2C marketplace. Leroy Merlin is part of the ADEO Group, the third largest player worldwide in the home improvement market. Leroy Merlin recently recorded annual revenues in Brazil of almost USD 1.4 billion.

Aschheim (Munich)/São Paulo. Wirecard, the global innovation leader for digital financial technology, and Leroy Merlin have signed an MOU to expand the e-commerce business of the construction and home improvement specialist. Leroy Merlin, which is headquartered in France and is present in 13 countries, is part of the ADEO Group. The group is the third largest player worldwide in the home improvement market.

As part of the cooperation, Wirecard will support the marketplace of Leroy Merlin in Brazil. The B2C marketplace provides a platform where both in-house Leroy Merlin brands and partner suppliers can reach shoppers. Present in Brazil with 41 stores and boasting a portfolio of 100,000 items, the recent overall revenue of Leroy Merlin in Brazil totaled almost USD 1.4 billion.

"We are excited to continue growing our marketplace solution, which has already been well-received in Brazil. We have chosen Wirecard to support our marketplace expansion due to their extensive know-how in digital marketplaces, both in Brazil and worldwide," commented Cristiano Ceravolo Athayde, Head of Marketplace at Leroy Merlin. "Having invested heavily in our digital expansion, we have high ambitions for our online solutions. In 2018, we welcomed 10 million visitors to our website each month, and we expect that number to continue increasing as we improve our product and service offering."

"As e-commerce in Brazil continues to boom, we are proud to be at the forefront of digital innovation for merchants," added Gabriel Liotti, Sales & Customer Director at Wirecard in Brazil. "With our marketplace offering, which can be tailored to the needs of any business, we are confident that Leroy Merlin suppliers will enjoy a streamlined and convenient management solution. We look forward to cooperating further with Leroy Merlin on a global scale."

Wirecard offers its unique marketplace solution to Leroy Merlin, which includes a split payment solution to manage payments and commissions for suppliers. In addition, sellers have their own digital account where they can track orders and payments, all from a single platform. Through a digital wallet, sellers can also pay bills and carry out P2P money transfers. Customer payments are protected thanks to the comprehensive risk management solution, which allows only authorized transactions to go through, thus increasing the conversion rate.

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, follow us on Twitter @wirecard and on Facebook @wirecardgroup.

About Leroy Merlin:

Consolidated in Brazil since 1998, Leroy Merlin specializes in construction, finishing, DIY, decoration and gardening. Excellence in service and product variety make the company a great reference in the market. According to data from the National Association of Building Material Traders (ANAMACO) Leroy Merlin is the Home Center retail market leader. There are more than 100,000 items divided into 15 sectors: building materials, wood, electrical, tools, rugs, ceramics, toilets, plumbing, gardening, hardware, organization, painting, decoration, lighting and kitchen. There are 41 Leroy Merlin stores spread across ten Brazilian states and the Federal District, as well as e-commerce, which serves the entire country. The stores are equipped with special services such as DIY table, color factory, design space, wood and glass cutting, selective collection and drive-thru. Concern for sustainability is reflected in internal processes. Effort that is beginning to be recognized internationally. 23 stores have already received AQUA - High Environmental Quality certification. AQUA-HQE Certification is considered one of the most important environmental certifications in the world. Created in 2008 by the Qualitel Group, a French enterprise certification body, and developed and adapted to the Brazilian reality by the Vanzolini Foundation, it aims not only to rationalize the use of water and electricity in buildings, but also to promote comfort and well-being for the surrounding community. For all this, Leroy Merlin stands out as one of the best employers in the Brazilian retail market, ranking in the annual Great Place to Work Brazil ranking, published in partnership with Época Magazine, from 2013 to 2018. It ranked 17th in the list of the best in 2018.

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