

DIRECT DEBIT: ACCOUNT INSTEAD OF CARD

Wirecard offers to process direct debits. For this method Wirecard is authorized to debit an agreed-upon amount from the debtor's specified account. This function makes the direct debit a cost-efficient option to offer to customers who desire convenience when making their payments from a bank account.

Merchants who rely exclusively on credit card acceptance exclude significant customer potential. Whereas only 10% of the customers in Germany use credit cards, nearly all of them have a bank account and many prefer direct debits or payments.

Over 30% of the German population uses direct debits for paying online. Unlike payments, a direct debit transaction is initiated by the merchant and not by the customer.

By reaching new target audiences, direct debits give a merchant great potential, yet (as they are not online payments) are also fraught with a potential risk of default if the balance of the debited account is not sufficient to cover the debit. Wirecard provides suitable risk management services for this – including the PAYShield guarantee of payment.

AT A GLANCE

A direct debit is a cashless payment transaction executed by the payee.

The benefits:

- ▶ Electronic direct debits, available in **Germany** (ELV/OLV) and **Austria**
- ▶ The merchant determines the time of payment
- ▶ Very low fees for payment processing
- ▶ One-time only and recurring debits possible
- ▶ Seamless combination with risk management possible

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