



## iDEAL: PAYMENT METHOD FOR THE NETHERLANDS

With iDEAL, Wirecard provides an online payment method that enjoys high acceptance in the Netherlands. iDEAL is comparable to the German giro pay system and is supported by all Dutch banks and the association of e-commerce merchants. The total volume of transactions made using iDEAL increased by 63% in 2009 to over 45 million euros.

iDEAL has been a payment method for shopping online in the Netherlands since 2006. It utilizes the established online banking systems of Dutch banks such as ABN AMRO, Fortis, Postbank, Rabobank and SNS Bank.

The online banking payment method iDEAL is currently the most popular means of payment for e-commerce in the Netherlands. Customers are redirected from the merchant's webstore to the online banking window of their bank, right after selecting it. After successfully logging on to their respective account using account number and PIN, all relevant purchase data is uploaded from the shopping cart to the electronic payment system. Now all the buyer needs to do is authorize the transaction using a TAN.

This procedure saves customers the time-consuming and error-prone filling in of electronic payment forms. This facilitates the buying process, exhibits security of the highest standard and provides merchants with a guarantee of payment, as it is not possible to cancel any payments made using iDEAL. Offering iDEAL to customers can open up an additional customer segment in the Netherlands – this is especially true of customers who do not own a credit card.

### AT A GLANCE

**iDEAL is the most commonly used online payment method in the Netherlands.**

#### The benefits:

- ▶ No risk of fraud or default
- ▶ Immediate shipping of goods possible
- ▶ Very low fees for payment processing
- ▶ Today, approx. 12.5 million consumers use iDeal
- ▶ Real-time notification of payment authorization
- ▶ Payments are received automatically on the merchant's account with ING Bank N.L.

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