

PRESS RELEASE / retail

13 February 2014

Wirecard CEE, smartsale360 and Speed4Trade join forces to market smobsh

- **Mobile shopping experience with interactive sales terminal and QR code**
- **Extension of range to online channels**

Graz/Austria. smartsale360, Speed4Trade and Wirecard CEE, a subsidiary of Wirecard AG, Munich, are now launching the smobsh sales terminal, a virtual shelf extension for bricks-and-mortar retail which combines all three sales channels; offline, online and mobile, for the first time. Retailers can use these terminals to offer more products via touchscreen and generate more sales anywhere and at any time, even outside shopping hours, thereby extending the range they offer no matter how small they are.

smobsh gives customers a flexible, interactive shopping experience via all sales channels. Shoppers select a product via the terminal and scan the appropriate QR code using their smartphone. The product is then directly visible in their mobile shopping basket. Wirecard's Checkout Seamless solution enables a smooth payment process and is seamlessly integrated into the mobile-optimised online shop. With Wirecard CEE, retailers can use any commonly available payment method they wish. Our smobsh sales solution can even be integrated directly into chain store and trading company checkout systems, so customers can buy at the terminal, and then pay at the till.

"Today's customers decide when, where and how they shop. They don't want to be tied to store opening times. With smobsh's innovative terminals, retailers can meet this demand while offering a broader range at the same time," says Roland Toch, managing director of Wirecard CEE. "And they mean retailers can reach young, mobile customers – we supply the flexible payment solutions and provide ways of processing them."

"We specialise in offering innovative, intelligent marketing solutions that retailers can easily integrate into their sales strategies," says Oliver Feldkircher, managing director of smartsale360. This full-service agency handles all processes involved, from setting up and connecting terminals, incorporating product data into the sales platform and processing orders to supporting end customers and managing logistics.

Speed4Trade, an international eCommerce software provider, supplies the mobile shop platform and handles the backend campaign software. To quote Sandro Kunz, managing director at Speed4Trade, "The terminals offer customers a whole new shopping experience, combining the benefits of bricks-and-mortar and digital retail via mobile devices. This omni-channel everywhere commerce also demands that background processes are in working order, and Speed4Trade provides central, process-oriented integration for all sales channels."



smobsh is aimed at shopping centres, individual retailers and flagship stores. Its first client is the Austrian department store TYROL.

smobsh is a registered European trademark of smartsale360 and a joint venture with partners smartsale360 and Speed4Trade.

Wirecard media contact:

Wirecard AG
Maren Brandt
Einsteinring 35
D-85609 Aschheim
Germany
Tel.: +49 (0) 89 4424 1425
Fax: +49 (0) 89 4424 2425
Email: maren.brandt@wirecard.com
Website: www.wirecard.com

Wirecard Central Eastern Europe GmbH
Kerstin Papst
Reininghausstrasse 13a
AT-8020 Graz
Austria
Tel: +43 (0) 316 / 81 36 81 50
Fax: +43 (0) 316 / 81 36 81 20
Email: kerstin.papst@wirecard.com
Website: www.wirecard.at

About Wirecard CEE:

Wirecard CEE is part of the Wirecard Group as well as being the competence centre for Austria and the CEE (Central and Eastern European) markets. Wirecard CEE is Austria's leading payment service provider (PSP), with more than 2,000 retailers and links to many national and international payment channels.

www.wirecard.at

About Wirecard AG:

Wirecard AG is one of the world's leading independent providers of outsourcing and white label solutions for electronic payment transactions. The Wirecard Group supports companies in accepting electronic payments from all sales channels. A global multi-channel platform bundles international payment acceptances and methods, supplemented by fraud prevention solutions. When it comes to issuing their own payment instruments in the form of cards or mobile payment solutions, Wirecard provides companies with an end-to-end infrastructure, including the requisite licenses for card and account products. Wirecard AG is listed on the Frankfurt Securities Exchange (TecDAX, ISIN DE0007472060, WDI).

www.wirecard.com | www.wirecardbank.com | www.mywirecard.com

About smartsale360:

smartsale360 is a certified, price-approved full service agency covering the full eCommerce spectrum, offering retailers, wholesalers and manufacturers intelligent marketing solutions for eCommerce and international sales opportunities via a range of online sales channels and platforms such as Webshop, Amazon, eBay, OTTO, Yatego, Rakuten, zalando, DHL MeinPaket, Shopgate and Hitmeister, professional online product marketing and individual sales solutions such as mobile and QR shopping, creating individual online shops, eBay shops, Amazon shops and Rakuten online shops, marketplace integration, logistics and warehouse management, pick and pack, returns management, fulfilment, online product management solutions, automated sales channel management, POS product presentation, image processing for complete eBusiness, order processing, payment processing, customer management and end customer support, ASP solutions and a scaleable multi-channel system.

www.smartsale360.com

About Speed4Trade:

Speed4Trade GmbH is a leading provider of high-end eCommerce solutions. Speed4Trade's emMida software solution offers the online retail operating system capable of automating and managing all the processes involved effectively. The software offers links with established shop systems such as Magento, Shopware and OXID eSales as well as marketplaces such as Amazon, eBay and Rakuten & Co. in a single solution. As flexible middleware, emMida links the 'worlds' of ERP and online sales, and stands out for how deeply it can integrate and how adaptable it is. With its interdisciplinary team of more than 70 staff, Speed4Trade is a full-service provider, covering all the modules required by SMEs and large companies for trading successfully online, from sales processing software through to creating attractive shops and marketplace designs. Clients include leading companies in retail and industry. This software house is a Preferred Business Partner of the German eCommerce and Distance Selling Trade Association (bvH).

www.speed4trade.com