

PRESS RELEASE / Consumer Goods

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German heritage brand Sioux opts for Wirecard's integrated payment services

- **Payment services from a single source**
- **Online shop launched in Germany**

Aschheim (Munich). Wirecard has been contracted to take on the payment processing and credit card acceptance for Sioux Online GmbH's new online shop. Sioux is one of Germany's best known shoe manufacturers whose products are marketed under the Sioux, JOOP! and Apollo brands in Europe, Russia and Asia. The new online shop is currently available to customers in Germany and Austria.

Wirecard's extensive service package provides Sioux with all the services needed for online payment processing from a single source: payments for www.siuox-shop.de/en/home are processed by the Wirecard seamless checkout system, which is fully integrated into the brand presence of the shoe manufacture. The modular software architecture of the payment pages enables Wirecard to respond quickly to new requests, for example, accepting additional payment procedures into the portfolio or providing risk management to secure sales. Payment specialist Wirecard also processes Visa and MasterCard payments via the group's own bank.

Richard Friedrich, Managing Director of Sioux Online GmbH, explains: "We are passionate about our shoes and know everything there is to know about them. In the same way, Wirecard really understands the business of payment processing." He adds "It was the offer of a complete service package from a single source which convinced us."

Andreas Kerschner, Head of Sales Consumer Goods at Wirecard, commented: "We are delighted that Sioux has opted for us. Our payment platform offers a scalable solution which permits maximum flexibility and can be seamlessly integrated in the shop system. This makes it possible to extend the service into other countries and add further services anytime."

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Wirecard:

Wirecard AG is one of the world's leading independent providers of outsourcing and white label solutions for electronic payment transactions. The Wirecard Group has been supporting 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).

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Sioux GmbH:

For almost 60 years, the Sioux heritage brand has been synonymous with outstanding shoe design and quality of craftsmanship. The company, which was established in 1954 by Peter Sapper and is headquartered in Walheim (district Ludwigsburg, Baden-Wuerttemberg, south Germany), has a current staff complement of around 300 in Germany and Portugal. In 2012, the company returned sales totaling approx. EUR 45 million from the sale of around one million pairs of womens' and mens' shoes. Its distinctive contemporary urban style and innovative power have made Sioux one of Germany's best known brands at home and in other countries in which it operates right across Europe, Russia and Asia. The Sioux Group is also a licensee of JOOP!

www.siox-shop.de/en/home