

PRESS RELEASE / Consumer Goods

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La Prairie Group chooses Wirecard's integrated payment services

- **Entry into UK e-Commerce**
- **Payment processing and risk management for an exclusive online shop**

Aschheim (Munich). The La Prairie Group AG, a subsidiary of the Beiersdorf Group, has engaged Wirecard AG to implement its integrated payment services in the first online shop for its eponymous skin care product line. La Prairie's products are now available for order online in the UK. The La Prairie Group operates around the world through 14 subsidiaries and distributes its products under its core La Prairie brand in over 90 countries. La Prairie represents high-quality, innovative skin care products.

The La Prairie Group has chosen Wirecard to initially provide acceptance and processing for credit card payments using the integrated Wirecard Checkout Seamless solution for its first online shop in the UK. Wirecard will support the cosmetics manufacturer in safeguarding its sales through the use of an intelligent, connected risk management solution. The Fraud Prevention Suite will provide La Prairie with the best possible fraud detection and is able to simultaneously minimise the number of transactions incorrectly identified as fraudulent or suspicious. In addition, the risk management strategy contains comprehensive solutions such as device fingerprinting for the avoidance of fraud.

Ina Glasbrenner, Director of e-Commerce & Digital Marketing EMEA at La Prairie, comments: "Wirecard's professional expertise supported us in every regard throughout the development of our online strategy. This has allowed us to implement our plans successfully. A deciding factor in our decision was Wirecard's experience accrued over many years in the field of risk management."

"We are really pleased to have been able to support the world-renowned luxury cosmetics brand La Prairie in their first online venture," said Andreas Kerschner, Head of Sales Consumer Goods at Wirecard. "It goes without saying that such projects are of course particularly exciting for us. They allow us not only to bring our service portfolio – including payment processing and acquiring, risk management and even banking services – to the table, but also our comprehensive consultancy expertise as an international solutions provider. It's even more pleasing when the launch unfolds as quickly and seamlessly as it has done with La Prairie."

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About 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 licences 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 La Prairie Group AG:

Headquartered in Volketswil, near Zurich in Switzerland, La Prairie employs more than 1,000 members of staff worldwide. This includes employees of some 130 different nationalities at the headquarters itself, who continuously strive to deliver the most ground-breaking scientific innovations, as well as the ultimate in global luxury. To date, we have 14 affiliates worldwide and selective distribution in more than 90 countries. La Prairie is our core brand, and represents a unique combination of advanced science, sumptuous formulae and a fastidious attention to the details of luxury. It was this remarkable brand that inspired the Group's name: La Prairie Group AG, which has been wholly owned by Beiersdorf AG of Hamburg, Germany, since 1990, forming the luxury segment of Beiersdorf AG.

www.laprairie.co.uk