

PRESS RELEASE/Digital goods

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Wirecard and Sky expand collaboration further

- **Payment processing now also for Sky Online**
- **Use of uniform end-to-end solutions**

Aschheim (Munich). Sky Deutschland AG, the leading subscription TV service in Germany and Austria, is once more placing its trust in the end-to-end solutions and consultancy expertise of the payment provider Wirecard for its newest Sky Online service. For the first time, this standalone online TV package, available at www.skyonline.de, means that even those without standard Sky subscriptions, can now access a comprehensive selection of TV series, films and live sport online, via iPad or iPhone.

Wirecard facilitates the payment of two monthly subscription packages, Sky Starter and Sky Film, as well as of the Sky Supersport day ticket, which can be added to either of the other two packages, via the integrated Wirecard Checkout Seamless payment solution. The Wirecard Bank provides credit card acceptance facilities. Risk management tools such as the tokenisation server ensure confidential card data is processed securely. Wirecard's portfolio is completed by uniform solutions along the Sky added value chain, such as the integration of automated reporting tools aimed at supporting downstream processes as effectively as possible.

Julia Kitzinger, Head of Sales Digital Goods at Wirecard: "We are delighted with the steady expansion of Sky TV's portfolio using our payment solutions. The added value of our competent services, in addition to secure processes which conform to data protection guidelines, enable us to meet their high needs. We are confident that our comprehensive solutions for omnichannel commerce will continue to satisfy Sky's requirements."

Wirecard already processes all online payments for the online video library "Snap by Sky" which was introduced at the end of 2013.

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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).

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About Sky Deutschland:

With 3.9 million subscribers and an annual turnover of approximately EUR 1.7 billion, Sky Deutschland is the leading subscription TV service in Germany and Austria. The company, which is listed on the MDAX, offers subscription television and on-demand services for private and commercial customers. The Sky platform covers more than 80 exclusive channels, almost all of which are also available in HD. The channel list comprises live sport including the only 24/7 sporting news channel in Germany, namely Sky Sport News HD, as well as films, TV series, children's programmes and documentaries. The hard-disk Sky+ receiver enables recording of programmes for time-delayed watching, while the Sky Anytime service allows users to catch-up on hundreds of titles, with new programmes constantly being added. Sky Go, the leading online TV service in Germany, makes Sky programmes available to watch on mobile devices and PCs. In addition, the online video library "Snap by Sky" offers thousands of titles including the latest blockbusters, classic films, complete TV series and children's programmes. Sky is a leader in innovation for German and Austrian TV. The subscription TV market has now been established as the third pillar of TV entertainment after public television financed via licence fee and advertising. Sky played a major part in this development over the past two decades. The company has 2,500 employees and its headquarters are based in Unterföhring near Munich.

www.sky.com