

PRESS RELEASE / Consumer Goods

20 May 2015

Wirecard supports eCommerce strategy of Spectrum Brands Europe through its online brand shops

- **Payment services and acquiring for European online shops**

Aschheim (Munich). Wirecard AG is to support the online shops and eCommerce strategy in Europe of VARTA Consumer Batteries and other companies affiliated with Spectrum Brands Headquartered in Middleton, WI, USA, the globally diversified Group is active in the consumer products industry and its leading brands include VARTA, Rayovac, Remington, Russell Hobbs, Stanley, Tetra, 8-in-1, FURminator, Iams and Eukanuba. The partnership between the Group's European subsidiaries and Wirecard means customers will benefit from easy and secure integrated payment services processing.

Richard Scheiner, CFO Europe at VARTA Consumer Batteries GmbH & Co. KGaA, comments: "On account of the diversity of brands within our Group and the different country requirements, drawing up an holistic eCommerce strategy for all shops across Europe was a primary focus of our efforts. In Wirecard we have a global partner who has advised us competently and offered decisive solutions from the word go."

Andreas Kerschner, Head of Sales Consumer Goods at Wirecard: "We are delighted to be able to support the world renowned Spectrum Brands Group in its online activities. As an international payment service provider and acquirer, Wirecard offers customers integrated solutions for payments, risk management and banking as they expand into new markets."



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About Wirecard:

Wirecard AG is a global technology group that supports companies in accepting electronic payments from all sales channels. As a leading independent supplier, the Wirecard Group offers outsourcing and white label solutions for electronic payments. A global platform bundles international payment acceptances and methods with supplementary fraud prevention solutions. With regard to issuing own payment instruments in the form of cards or mobile payment solutions, the Wirecard Group 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 Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings, a member of the Russell 2000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, faucets, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, and personal insect repellents. Helping to meet the needs of consumers worldwide, the company offers a broad portfolio of market-leading, well-known and widely trusted brands including Rayovac®, VARTA®, Kwikset®, Weiser®, Baldwin®, National Hardware®, Pfister™, Remington®, George Foreman®, Black + Decker®, Farberware®, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-in-1®, FURminator®, IAMS®, Eukanuba®, Digest-eeze™, Healthy-Hide®, Littermaid®, Spectracide®, Cutter®, Repel®, Hot Shot®, Black Flag® and Liquid Fence®. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in approximately 160 countries. Based in Middleton, Wisconsin, USA, Spectrum Brands Holdings generated net sales of approximately USD 4.43 billion in financial year 2014. For more information, visit www.spectrumbrands.com.