

PRESS RELEASE / Cooperation

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Wirecard offers new premium service for Checkout Portal with Google AdWords

- **Higher conversion rate through targeted search engine marketing**
- **Launch in July 2015**

Aschheim (Munich). With Google AdWords, Wirecard AG is offering a new premium service for its Checkout Portal, a fully automated solution that enables online payment processing for small and medium-sized businesses (SMB) as well as marketplaces. The service will be launched throughout Europe, starting with Germany in July 2015. For the German launch, Wirecard is cooperating with the certified AdWords expert's telegate Media and easymarketing, who efficiently plan and manage individual campaigns such as advertising, re-targeting, Google Shopping and more. This raises both the online profile and brand awareness for merchants, which is reflected in a higher conversion rate.

Michael Jäschke, Head of Channel Sales Germany, Google Deutschland: "We are delighted that Wirecard is able to offer its Checkout Portal customers tailored services for online business via our AdWords Premier SMB Partners. These partners possess comprehensive expertise in the development, introduction and optimisation of AdWords campaigns for merchants and SMBs at regional level. This perfectly complements Wirecard's approach."

Michael Santner, Head of Partner Management at Wirecard, the payment specialist: "The strategic partnership with Google AdWords Premier SMB Partners constitutes an important step for our Checkout Portal. With our online configurator, merchants can customise the choice of payment methods to individual requirements and at the same time significantly improve exposure online through targeted campaigns. This represents key added value."

Wirecard offers SMBs, start-ups and independent merchants a fully automated solution for rapid online configuration and acceptance of all common international payment methods at www.checkoutportal.com. The entire setup process is completed online. The Checkout Portal is also suitable for marketplaces, which can use the payment services as a co-branded or white label solution. The Wirecard Checkout Portal has been available with all functions since the third quarter of 2014. The portal has already achieved rapid growth in its first few months: Since the launch more than 10,000 merchants have already signed up.



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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 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 licences for card and account products. Wirecard AG is listed on the Frankfurt Securities Exchange (TecDAX, ISIN DE0007472060, WDI). For further information about Wirecard, please visit www.wirecard.com or follow us on twitter @wirecard.