

PRESS RELEASE / Gift cards

15 January 2015

Wirecard and Lidl expand collaboration

- **Gift cards for Croatia**
- **Total payment flexibility**

Aschheim (Munich). Payment provider Wirecard has expanded its collaboration with Lidl, which is part of the Schwarz Group and operates around 10,000 shops in 27 countries. The Wirecard Group will now be responsible for the issuance and technical processing of Lidl e-money gift cards in Croatia. The cards will be issued in the country's currency, the kuna. Wirecard has already been supplying e-money gift cards to almost 3,200 German Lidl stores for the past two years.

Anne C. Signorino Gelo, Managing Director of Wirecard Retail: "We are delighted to be expanding our activities internationally to now also supply Lidl outside Germany. Our unique business model intelligently combines the latest software technology with banking services, enabling us to capitalise on all services we offer. We cover the full spectrum in the area of gift cards, including e-money cards for high street retailers, e-commerce functions and digital cards for mobile payment."

For Lidl Croatia, the main focus is on customers in the food and non-food segments. A company spokesperson says that "offering smart, flexible payment solutions makes everyday life even easier for our customers".

The e-money gift cards issued by the Wirecard Bank can be used for payment in all local branches of Lidl. In Germany, gift cards are also an accepted payment method in Lidl's online shop. Gift cards are sold at the checkout and come in a practical credit card format, with a range of different values available for added flexibility. Consumers can access their balance anywhere via an online system that is also operated by Wirecard.



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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). For further information about Wirecard, please visit www.wirecard.com or follow us on twitter [@wirecard](https://twitter.com/wirecard).