

PRESS RELEASE / Mobile Services

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Wirecard and SugarTrends pave the way for local retailers to offer a multi-channel shopping experience

- **Dynamic value-added services printed on receipts**

Aschheim (Munich). Wirecard has partnered with SugarTrends GmbH to start offering a multi-channel and dynamic range of value-added services to merchants. Local retailers who sell their products via the global marketplace SugarTrends.com will be able to connect their existing point of sale infrastructure to Wirecard's intelligent platform ConnectedPOS. A technical modification of the existing POS system is not necessary thanks to latest technology. This enables a multi-channel shopping experience comprising both online and offline channels: When a customer makes a payment instore at a participating retailer, a coupon for the respective retailer's online shop is printed with the till receipt. This is personalised to the particular customer on the basis of their purchases.

By entering into this partnership, Wirecard is shaping the future of retail today. Omnichannel retail is a very current issue for shopping centres, chain stores and smaller businesses alike. They all face the challenge of integrating online and mobile services into their current till systems in order to broaden their reach. With the help of Wirecard's ConnectedPOS platform, retailers can gain an improved insight into their customers' purchasing behaviour as well as strengthen the customer relationship using new channels and internet-based technologies at the point of sale (POS).

Tim Lagerpusch, Founder of SugarTrends: "Many of our customers are still using older, analogue checkout systems. Wirecard's ConnectedPOS platform makes it possible for shopkeepers to access new functions without needing to replace their checkout terminal. For this reason we are pleased to embark on this test phase with Wirecard and our member shops."

Markus Eichinger, Head of Mobile Services at Wirecard: "SugarTrends is a very important partner to us as it is leading the way in implementing the ideas of omnichannel retail while also sharing our vision for the POS of the future. Our experience with SugarTrends shows that real-time value-added services can be easily installed at the POS via an internet platform, which is an ideal way for retailers to secure their future success."

Visit Wirecard at the EuroCIS Trade Fair on 23 and 24 February in Düsseldorf, Germany. The company will be located in Hall 09 at Stands B59 and F31. On 24 February at 2 pm, there will be a joint presentation given by Wirecard and SugarTrends on "POS platforms of the future" in Hall 10 at Stand F04.

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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).

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About SugarTrends:

Christian Schwarzkopf and Tim Lagerpusch founded SugarTrends in 2014. With headquarters in Cologne, Germany, the company's aim is to enable local shops offering exclusive products to reach customers internationally online. SugarTrends supports these small businesses so they remain profitable in the competitive online environment, while at the same time helping high streets to retain their local character. SugarTrends already has 190 shops from 50 towns and cities in 20 different countries selling their products via the platform. Visit the website for further information: www.sugartrends.com
You can also follow it on Twitter ([@sugartrends](https://twitter.com/sugartrends)), Facebook or Instagram.