

PRESS RELEASE / Prepaid Cards

28 January 2016

Wirecard issues prepaid cards for The Gift Card Company

- **New multi-store gift card**
- **Extensive distribution channels in Ireland**

Aschheim (Munich)/Newcastle. Wirecard Card Solutions Ltd, a Wirecard AG company, is card issuer of the new 'FromMe2You' Gift Card, offered by the Irish Programme Manager The Gift Card Company. This multi-store gift card can be purchased online at www.me2you.ie or in store at participating Topaz stations nationwide and has the backing of over 3,000 of Ireland's top retail stores to offer shoppers an exciting range of spending outlets. The gift card was first launched in November 2015 to the Irish market.

Exclusive Irish retailers such as Smyths Toys, Avoca and CompuB and a leading range of department stores including House of Fraser, Debenhams and Shaws Department Store have all signed up to the scheme along with day to day spending outlets like O'Brien's Wines, Butler's Chocolate Café and Boots. With such a large variety of choice, the FromMe2you gift card is a practical gift or reward card which can be used nationwide. Users can easily view their Gift Card balance and see any transactions online.

Cillian Wright, Managing Director (PaymentPlus) with The Gift Card Company said: "The FromMe2You Card is Ireland's perfect gift of choice for any occasion and is welcomed by well-known stores. We are pleased about the cooperation with our card issuer Wirecard Card Solutions."

"We're delighted to be working with The Gift Card Company. The gifting market has evolved significantly over the last number of years with consumers and corporates demanding more and more redemption options. With hundreds of retailers to choose from on the one gift card, they are providing a convenient gifting method with a wealth of options to spend", said Brian Lawlor, Director of Sales and Business Development at Wirecard Card Solutions.

Wirecard Card Solutions is a specialist for prepaid card issuance. The UK-based Company is authorised and regulated by the Financial Conduct Authority (FCA) and operates under its Electronic Money license with permissions to issue cards throughout the SEPA region. Wirecard Card Solutions accompanies its' clients throughout all stages of their business development and offers a vast array of products, services and experience needed to take a new a prepaid card programme to market.



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About Wirecard Group:

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.

About Wirecard Card Solutions:

Wirecard Card Solutions Ltd (WDCS), a subsidiary of Wirecard AG, is a multi-award winning issuer of prepaid cards and products in Europe. WDCS is an FCA regulated Electronic Money institution specialising in BIN Sponsorship and is a principal member of both MasterCard International and Visa Europe. WDCS issues plastic and digital prepaid products for many of the biggest and most innovative programmes in the European marketplace.
www.wirecard-cardsolutions.co.uk

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About Gift Card Company:

The Gift Card Company is a new business set up by an experienced team of individuals from the payments and retail sectors. PaymentPlus and Retail Excellence Ireland (REI) have launched FromMe2You gift card to the Irish market to enhance competition, reduce retailer commissions and create consumer choice. This is a gift card programme, will primarily be used as an anonymous gift card, and purchased in retail locations or online. The card will be selectively authorised through authorised retailers, many of which will be members of REI.
<http://www.me2you.ie/>