

PRESS RELEASE / Gift cards

02 May 2016

Wirecard and maxdome to launch voucher in German retail sector

- **Starting in 2000 Rossmann stores**
- **Wirecard is the processor for all distribution channels**

Aschheim (Munich). The payment processor Wirecard and the online video streaming service maxdome, a ProSiebenSat.1 SE company, are offering voucher cards in German retail stores. From today, all Rossmann customers will be able to purchase the vouchers and make use of maxdome's streaming service for two months. Once the voucher card is activated at the point of sale, customers will be able to use all the maxdome video services and have access to over 50,000 movies, TV episodes, and children's programs. The Wirecard Group is responsible for the technical implementation of the voucher cards.

Vassil Gedov, Director TVOD and Monetization: "By working with Wirecard, we can create new distribution channels for our video-on-demand offer and attract new customers for the first time in the stationery retail sector. With the voucher card, customers can view a wide range of content at Germany's largest online video store without a monthly subscription. In the future, the maxdome voucher will be available in other German retail chains."

"We are delighted that maxdome trusts our expertise in voucher processing," says Julia Kitzinger, Head of Sales Digital Goods at Wirecard. "The collaboration demonstrates our broad range of services. It is clear to us that vouchers are becoming increasingly sought after by German consumers." Gift cards, with which digital media can be purchased for downloading or streaming, are popular, especially with younger audiences. According to a recent survey by the German Association of Interactive Entertainment Software based on data gathered by the market research institute GfK, one in four of 14 to 19 year olds in Germany prefer to give electronic vouchers for digital media as a present.

In the future, Wirecard and maxdome intend to cooperate further in other areas of payment processing. From today, customers who purchase the new maxdome voucher will have twenty-four-seven access from their Smart TV, laptop, smartphone, tablet, game consoles, Chromecast, Fire TV or Fire TV Stick to the online video store content. Much of this content is also available offline via mobile devices.



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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.

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About maxdome:

With more than 50,000 movies, TV episodes, and children's programs for the whole family, maxdome is the largest online video store in Germany. The unique entertainment guide provides targeted content for perfect film recommendation. All content is available anytime via television, laptop, tablet, smartphone, Chromecast, Amazon Fire TV and Fire TV Stick and games consoles. Most tracks can also be accessed offline on mobile devices. maxdome is a company of ProSiebenSat.1 Media SE.