

## PRESS RELEASE / Consumer goods

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### Wirecard to process credit card payments for new Takko Fashion online shop

- **Collaboration enables payment with Visa and MasterCard**
- **Takko Fashion creating an holistic, interconnected shopping experience**

Aschheim (Munich). The Wirecard Group has entered into a new partnership with Takko Fashion: the German clothing chain, which employs more than 17,000 staff, will now offer its products outside of shop opening hours on its website, [takko.com](http://takko.com). In doing so, the retailer is connecting its online shop with the point of sale – connected shopping experiences are a trend from which many high street retailers are benefiting. In its role as technology specialist and acquirer in the field of payment processing, Wirecard will support Takko Fashion with its recently launched online shop, integrating Visa and MasterCard as payment options and processing credit card payments.

The overarching objective of both companies is to embrace this online shopping trend and create a fully integrated shopping experience. In establishing its e-commerce platform, Takko Fashion is creating an additional sales channel which is closely linked to its product ranges on offer in physical stores. Initially, the offer will be restricted to the entire women's and children's ranges, as well as selected menswear products. The online range is to be expanded by the autumn so that it encompasses the entire in-store range.

Thomas Helmreich, CFO at Takko Fashion: "This step rounds off Takko's portfolio. Together with our stores in Germany, our customers enjoy round-the-clock access to our products no matter where they are."

Marion Laewe, Vice President Sales Consumer Goods at Wirecard, adds: "The launch of the online shop sets a trend for high street retail in Germany. We are delighted to offer our credit card payment processing services for Takko's new online shop, as well as supporting the company with further integration of the point of sale and e-commerce."

The partnership is also evidence of the fact that credit card payments are the most popular payment electronic transactions in the world, having also gained ground in Germany in recent years. According to the ECC payment study volume 20, a good 11% of German consumers pay by credit card. Direct debit payments are almost as popular.

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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](http://www.wirecard.com) or follow us on Twitter @wirecard.

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## **About Takko Fashion:**

Takko Fashion is an international brand offering fashion for the entire family. It has around 1,850 branches and more than 17,000 employees in Germany, Austria, Switzerland, the Netherlands, Czech Republic, Slovakia, Hungary, Romania, Poland, Belgium, Slovenia, Estonia, Lithuania, Croatia, Italy and Serbia, as well as an online shop for the German market. You can find the latest collections and offers at [www.takko.com](http://www.takko.com)