

## PRESS RELEASE / Consumer goods

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### Wirecard gains WMF as a customer for omnichannel shopping solution

- **Consumers can try out products first-hand in store, order online and arrange delivery**
- **'Retail 2.0' app launched in Munich store, roll-out is planned to all WMF stores in Germany**

Aschheim (Munich). Wirecard and WMF are teaming up to merge e-commerce with high-street retail henceforth. The electronic payment specialist is now working with one of Germany's largest retail chains on the integration of an omnichannel shopping solution in WMF stores. With this cooperation, the two leading companies are pioneering the path towards omnichannel solutions and at the same time presenting a vision of the future of retail.

The solution will allow WMF customers to choose products in store, order directly online and get it delivered at their doorstep. WMF has set up iPads in store on which the relevant app has been installed for this purpose. The app is directly linked with the online shop, creating a unified purchase experience across all channels. For Visa, MasterCard and Maestro customers, the solution presents further advantages: all payment-relevant data for card transactions is captured via the integrated mobile point of sale (mPOS) terminal (SPM2) before being displayed in the app by way of a Bluetooth connection. This means that it is not necessary to manually enter credit card data into the tablet device. Furthermore, UnionPay and the mobile Alipay app are accepted payment types.

"One of our stated objectives and promises to our customers was to create an uncomplicated and inspiring purchase experience across various sales channels. With the help of Wirecard, we have managed to do precisely this, making our vision of future retailing a reality", Hendrik Koepff, Head of Portal Management and Business Development at WMF.

Marion Laewe, Vice President Sales Consumer Goods at Wirecard, comments, "The shift in the retail landscape and the cross-channel challenges presented by this have long been part of Wirecard's vision – with this 'retail 2.0'-app we have now truly arrived in this future. We are delighted to follow this path together with WMF."

Within the framework of this partnership, Wirecard will assume responsibility for acquiring and will therefore process all payment transactions. Moreover, the payment provider will act as a technical interface as WMF will integrate Wirecard's mPOS Software Developing Kit (SDK).

The cross-channel shopping solution should be available to German, European as well as Chinese consumers. Wirecard and WMF launched this project in September, with the omnichannel solution initially integrated in one Munich store. This may be extended to up to four more stores during the initial pilot phase. The roll-out is then planned to the remaining 170 WMF stores in Germany.

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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 WMF Group:**

For more than 160 years, the brands that make up the WMF Group have stood for the best in cooking, drinking and dining. Every day, more than 100 million people around the world use products from WMF, Silit and Kaiser to prepare, cook, bake, eat and drink in their homes. And when they are not doing that, they are enjoying coffee specialities and foods prepared by the hotel and catering industry using WMF, Schaerer and Hepp brand products. Our employees are passionate about bringing people together, whether at home, on the move or at fine-dining establishments, in order to give them shared moments that are both precious and delicious. All this with products which have outstanding design, perfect functionality and excellent quality to make every culinary experience a real joy. Our traditional company was founded in 1853 in Geislingen an der Steige, in southern Germany. Nearly 6,000 employees provide culinary pleasure at over 40 locations worldwide. In the 2015 financial year, the WMF Group recorded sales totalling EUR 1.061 billion.