

PRESS RELEASE / Payments

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Rossmann becomes first large retail chain in Germany to offer Alipay payments in collaboration with Wirecard

- **Chinese tourists can shortly pay with Alipay at checkouts and online shops**
- **Quick and easy integration into Rossmann's central checkout system**

Aschheim (Munich). Wirecard AG has secured Dirk Rossmann GmbH, one of the largest drugstore chains in Germany, as a customer: Rossmann will soon offer Alipay as a new payment method in all branches with immediate effect. This means that Chinese tourists can shortly use their familiar Alipay App to pay at all of the merchant's checkouts and online shops. In order to do this, Wirecard has integrated Alipay Barcode Payment into Rossmann's till system and will assume the processing for these payments.

In future, mobile Alipay Barcode Payment will be available at over 2,000 Rossmann branches in Germany. Additionally, the new Alipay payment method will now also supplement the payment choices in the online shop at www.rossmann.de. This means that Rossmann is the first major German merchant to tap into the booming Chinese tourism market. Two million Chinese tourists travel to Germany every year. On average, they spend EUR 3,000 on shopping alone during their holidays. Wirecard often records hundreds of Alipay Barcode Payment transactions at individual merchants.

CEO Raoul Roßmann: "For us, Chinese tourists are an increasingly important target group – they have a particularly high demand for baby products, cosmetics and organic products. This is why we are delighted to introduce Alipay as a new payment method together with Wirecard, both at all of our points of sale and also for our e-commerce platform."

Christian Reindl, Executive Vice President Sales Consumer Goods at Wirecard, adds: "We are proud to have Rossmann as a customer. Our ConnectedPOS platform enables us to quickly and easily implement acceptance for Alipay payments in Rossmann's central till system and also make it available for online customers. This is a prime example of the omnichannel approach, which means that customers can pay easily and securely across channels. Technical integration at Rossmann has been carried out so as to facilitate further developments in the field of alternative payment procedures."

Wirecard has been offering this innovative POS payment acceptance at retailers across Europe through the Alipay app since December 2015. For more information on Wirecard's Alipay solutions, please visit: <https://www.wirecard.com/alipay>.

Wirecard media contact:

Wirecard AG
Jana Tilz
Tel.: +49 (0) 89 4424 1363
Email: jana.tilz@wirecard.com

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.

Rossmann media contact:

Dirk Rossmann GmbH
Stephan-Thomas Klose
Tel.: +49 (0) 5139 898 4444
Email: dialog@rossmann.de

About Rossmann:

Dirk Rossmann GmbH is the second largest drugstore chain in Germany and is one of the ten most important grocery retailers in Germany by sales. ROSSMANN is placed 111th out of the 250 largest retailers worldwide. In 1972, Dirk Roßmann opened his first store in Hanover. Dirk Roßmann GmbH is still an owner-managed company, the majority of which is owned by the Roßmann family. The company is headquartered in Burgwedel near Hanover.