

PRESS RELEASE / Collaboration

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Wirecard to offer value-added services to Chinese customers together with Premier Tax Free and Storymaker

- **Integrated payment and marketing approach for Alipay and WeChat Pay, the leading Chinese payment solutions**

Aschheim (Munich). Wirecard, the leading supplier of digital payment solutions and internet technology, has entered into two new cooperations to expand the portfolio of value-added services for Alipay and WeChat Pay customers. Together with Storymaker, specialists in marketing for China, and Premier Tax Free, the partners will be offering European merchants an integrated payment and marketing approach for the two leading mobile payment solutions in China, Alipay and WeChat Pay.

The average Chinese tourist spends EUR 520 per day in Europe, representing huge sales opportunities for merchants. However, Chinese tourists prefer paying via their smartphones, as they are used to doing so back home. The mobile payment solution WeChat Pay has over 600 million active users, while its competitor Alipay has 520 million. With the expanding tourism market, the proportion of merchants who want to offer Chinese payments methods is also on the rise, so as to make their business more attractive to Chinese tourists.

In order to do this quickly, easily and comprehensively, Storymaker and Premier Tax Free are now offering numerous advantages to merchants together with the technology supplier Wirecard, which also acts as the acquirer. Due to the partnership with Premier Tax Free, merchants are able to expand their range of value-added services by integrating VAT refunds for Chinese consumers at the point of sale. Local companies can leave an enduring impression with Storymaker's storytelling and attract customers in a targeted manner with digital discount campaigns on WeChat and Alipay's marketing platforms.

Michael Brinkmann, Executive Vice President Partner Management at Wirecard: "Chinese tourists are a huge target group with enormous sales potential for European merchants. By agreeing new strategic cooperations to facilitate payments via Alipay and WeChat Pay, our intention is to enhance our customers' understanding of Chinese consumers and offer them value-added services from a single source. This allows European merchants to significantly increase both customer satisfaction and, consequently, their sales figures as well."

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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 Premier Tax Free:

With over 30 years' experience, Premier Tax Free is one of the world's leading Tax Free shopping companies, providing international shoppers with VAT refund and dynamic currency conversion services, in partnership with over 150,000 retail stores worldwide. Premier Tax Free is part of the Fintrax Group, an international financial payments organisation established in 1985, now operating in 33 countries worldwide. Fintrax became part of the Eurazeo portfolio of growth companies in December 2015.
www.premiertaxfree.com

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About Storymaker:

Storymaker is a communications agency with offices in Tübingen, Munich, Berlin, Beijing and Shanghai. The agency's customers above all include technology-driven companies from the following sectors: information technology, engineering, mechanical engineering, the automotive industry, telecommunications and consumer electronics as well as retail firms. As the first German agency partner for WeChat, Storymaker allows German companies to open up a WeChat account without the need to be registered in China. As an official marketing partner of Alipay, the agency provides access to special marketing features within the Alipay app to its customers.