

PRESS RELEASE / Consumer goods

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Wirecard gains Swarovski Crystal Worlds as an Alipay payments customer

- **Integration of Alipay Barcode Payment technology in Swarovski Crystal Worlds' central till system**
- **Wirecard enables fully digitised payment solution at the point of sale**

Aschheim (Munich). Wirecard, the expert in digital financial technologies, has won Swarovski Crystal Worlds as a new customer for Alipay payments, China's leading mobile payment solution. The Chinese payment method will be integrated into Swarovski Crystal Worlds' till systems with the help of Wirecard's Alipay Barcode Payment technology. Within the framework of this collaboration, Wirecard will provide acceptance and assume responsibility for fully settling transactions. The integrated technology can be expanded flexibly to be included at further points of sale within other stores – including those abroad.

Thanks to this cooperation, Swarovski Crystal Worlds will be able to capitalise even further on the Chinese tourism boom at Wattens (in the Tyrol region of Austria) and at Swarovski Crystal Worlds stores in Innsbruck and Vienna. More than eight million Chinese tourists travel to Europe each year, spending an average of over EUR 3,000 per trip on shopping. Brand awareness is the decisive factor in what Chinese tourists buy. Crystal jewellery and watches are also among their most sought-after items. In this context Swarovski can establish itself as an attractive supplier for Chinese consumers. In accepting Alipay payments, Swarovski stands to benefit from the trust of a young, online-savvy and financially strong target group. Retailers offering Alipay via Wirecard report the average transaction volume for individual purchases is approximately EUR 750. The largest single transaction paid for using Alipay via Wirecard to date amounted to around EUR 40,000.

Rita Liu, Head of Alipay EMEA: "Among Chinese tourists, Swarovski is one of the best-known European brands. Accepting Alipay will definitely offer Chinese customers an even better shopping experience as the *Discovery* platform leads users to nearby Swarovski stores and the payment process is as convenient abroad as it is in China."

Stefan Isser, Managing Director at D. Swarovski Tourism Services GmbH, explains: "With Wirecard's help, we have successfully managed to take a significant step forward in equipping our stores with an advanced, convenient payment method, thereby offering our Chinese customers the best-possible service. We really appreciate this."

Michael Santner, Managing Director of Wirecard CEE: "Our objective is to support merchants by offering their customers flexible payment options and improving their portfolios across the board. We are delighted to have gained Swarovski Crystal Worlds, a major jewellery retailer headquartered in Austria, as a client."

Here is how Alipay Barcode Payment works in retail: customers making cashless payments with their Alipay app simply need to show retailers the barcode on their smartphone displays. Retailers then scan this with their scanner and immediately launch the payment process. Behind the scenes, Wirecard initiates the payment. The customer confirms the purchase by entering the appropriate password and subsequently receives the payment receipt. Merchants also benefit because the Alipay app affords them the opportunity of notifying their Chinese customers of special offers via push notifications shortly before they arrive in Europe.

For more information, please visit: <https://www.wirecard.com/alipay/>

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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.

About Wirecard CEE:

Wirecard CEE is part of the Wirecard Group as well as being the competence centre for Austria and the CEE (Central and Eastern European) markets. As the leading payment service provider (PSP) in Austria, Wirecard CEE has been supporting merchants for the past 16 years in successfully implementing international multi-channel strategies in the payment sector.
www.wirecard.at

About D. Swarovski Tourism Services GmbH:

Swarovski crystal fascinates people all over the world. In 1995, on the 100th anniversary of the company's founding, a special place opened that turned crystal into a living experience: Swarovski Crystal Worlds. Together with the Swarovski Crystal Worlds Stores in Innsbruck and Vienna, they collectively form D. Swarovski Tourism Services GmbH. As sparkling places of wonder, they combine art, lifestyle, and Austrian traditions with an internationally successful tourism model. Under the guidance of Managing Director Stefan Isser, a team of 380 employees devotes itself to ensuring that visitors can constantly enjoy new interpretations

of the crystalline form. This was shown not least by the expansion of Swarovski Crystal Worlds into a unique place of wonder in 2015. D. Swarovski Tourism Services GmbH is always surprising and always modern – a reliable partner for the tourism industry and an ongoing attraction for people travelling to Austria. More than 13 million visitors from all over the world have visited Swarovski Crystal Worlds, making it one of the most popular attractions in Austria.

About Swarovski Crystal Worlds:

Swarovski Crystal Worlds transforms Swarovski crystals into an ever-changing experience. Nationally and internationally renowned artists, designers and architects have interpreted crystals in their own respective way in the Chambers of Wonder and extensive gardens. Following the third and hitherto largest expansion between 2013 and 2015, the iconic Giant's fantasy world offers a unique mix of contemporary art, ancient history, fascinating nature and a packed "Giant" events programme across the whole year for visitors of all ages across a total area of 7.5 hectares. Since opening in 1995, Swarovski Crystal Worlds has inspired more than 13 million visitors, making it one of Austria's top attractions.

About Swarovski:

Swarovski offers a comprehensive product portfolio characterised by unique quality, craftsmanship and creativity. The company was founded in 1895 in Austria and develops, produces and sells high quality crystals, real and synthetic gemstones in addition to jewellery, accessories and lighting solutions. The Crystals business area is now in the ownership of the family's fifth generation and is represented around the world by 2,800 stores in some 170 countries. More than 27,000 employees contributed to sales of around EUR 2.6 billion in 2016.

The Swarovski Group is made up of the business area of Crystals together with its subsidiaries Swarovski Optik (precision optical instruments) and Tyrolit (grinding tools). In 2016, more than 32,000 employees recorded Group sales of approximately EUR 3.37 billion. Swarovski's corporate culture is characterised by a responsible approach to people and our planet. The global educational programme Swarovski Waterschool has reached out to over 461,000 children who live alongside the major rivers of the world, while the Swarovski Foundation, established in 2013, promotes creativity and culture with a focus on human wellbeing and protecting natural resources.

www.swarovskigroup.com