

## PRESS RELEASE / e-commerce

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### **Wirecard Checkout Portal gains Trusted Shops and kajomi MAIL as partners, thereby expanding its value-added services**

- **Checkout Portal customers can now benefit from the reliable brand Trusted Shops and optimise their e-mail marketing using the web-based mailing system kajomi MAIL**

Aschheim (Munich). The Wirecard Checkout Portal is entering into a new strategic cooperation and offering retailers new value-added services from now on. Checkout Portal customers can now increase their sales due to a higher level of customer trust by using the Trusted Shops seal of approval. Thanks to the expansion of the Checkout Portal with the web-based mailing tool kajomi MAIL, online retailers can also make their e-marketing more efficient and targeted. Shop operators can flexibly choose premium services when setting up their payment methods via the Checkout Portal and integrate them in their online business.

The Wirecard Checkout Portal offers SMEs and start-ups alike a plug-in tool to guarantee online payment options that are suited to individual requirements. The registration process is fast, uncomplicated and can be completed directly online with minimal administrative effort. The Checkout Portal allows e-commerce merchants to offer any desired payment methods and integrate them.

Checkout Portal customers can now benefit from a trusted seal of approval and comprehensive buyer protection on account of the collaboration between Wirecard and Trusted Shops. This maximises online traffic, conversion rates and customer retention. Trusted Shops customer experiences have shown that the seal of approval can lead to an increase in sales of up to 30%.

Tobias Tullius, Partner Manager at Trusted Shops: "Thanks to the new cooperation with the Wirecard Checkout Portal, we are delighted to be able to support even more shop owners with our seal of approval. Above all else, trust is required for success in e-commerce."

Another collaboration by the Wirecard Checkout Portal offers a new e-marketing approach for online merchants. With the web-based mailing system kajomi MAIL, shop operators can send newsletters safely and tailored to individuals. The profiling conducted by kajomi takes into account previous target group user behaviour in order to continuously adapt the mailing system to target groups.

Celal Menten, Head of Checkout Portal at Wirecard: "The Checkout Portal is now more than just a payment portal. We are expanding our portfolio of value-added services in order to offer merchants a variety of services from a single source."

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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 Trusted Shops:**

Trusted Shops is the European trust brand in e-commerce. The Cologne-based company provides a comprehensive security package with its seal of approval, including buyer protection, customer review system and anti-warning module: Trusted Shops uses strict individual criteria such as price transparency, customer service and data protection to verify its members and award its highly coveted seal of approval. Buyer protection, offered by every certified online shop, ensures that consumers are protected against issues such as non-delivery. Furthermore, the customer review system creates trust over the long term between retailers and customers. The Trusted Shops project entitled "Locatrust" enables local retailers to obtain authentic reviews from real customers. This means that Trusted Shops offers local retailers the chance to create greater visibility for their business and online range, all of which strengthens local businesses. The project is supported by the European Union within the framework of the European Regional Development Fund (ERDF). For further information, please visit: [www.trustedshops.de](http://www.trustedshops.de)