

# **PRESS RELEASE** / Mobile Wallets

#### 23 October 2017

## Wirecard Brings New Era of Mobile Wallet Capabilities To The U.S.

#### Card users can now access funds using major mobile wallets

Aschheim (Munich). Wirecard, the global provider of digital payments and commerce solutions, announces today the launch of mobile wallet integration with Apple Pay<sup>®</sup>, Android Pay<sup>®</sup> and Samsung Pay<sup>®</sup> in the U.S. This new functionality responds to the global trend of the digitalization of payments at the point-of-sale (POS), and facilitates a convenient digital method for card holders to access and use their funds. Wirecard cardholders in the U.S. can now simply add incentive and payroll cards to their mobile wallet to shop safely and securely at millions of retailers – in-stores and online.

Mobile wallet readiness is the latest innovation from Wirecard North America, which has been part of Wirecard Group since March of this year with the acquisition of Citi's prepaid card business. Increasing mobile wallet functionality offers an innovative payment experience for digital-minded consumers, and aligns with Wirecard's global strategy to provide simple and innovative commerce experiences at every customer touch point.

Wirecard has successfully executed similar initiatives internationally with major customers like Orange<sup>®</sup> and Singtel<sup>®</sup>, mobile wallet providers in France and Singapore, and its own mobile payment solution, boon. The app is based on an automatic app-to-wallet integration using a virtual Mastercard<sup>®</sup> issued by Wirecard Card Solutions Ltd., and is the industry's first fully digitalized mobile payment solution on the European market that is completely independent of any bank. Since 2015, boon has been successfully launched in stages as an Android app, and has also become available for iOS users.

According to Business Insider Intelligence, customer adoption of mobile payments in the U.S. is poised for growth. 56% of U.S. consumers are forecasted to transact \$503 billion in mobile payments by 2020. Initiatives such as card acceptance in mobile wallets will help overcome the main barrier to mobile payments adoption. By integrating card functionality into mobile wallets, Wirecard provides the technology and global scale expertise the industry needs to enhance the consumer commerce experience.

"The future of the mobile wallet is one in which a payment is seamlessly integrated into the customer's daily life," says Deirdre Ives, Managing Director at Wirecard North America. "Wirecard's integration with Apple Pay, Android Pay, and Samsung Pay provides a more holistic payment experience to a greater segment of the population and further moves the industry toward a future that is borderless, safe from intrusion, and inclusive to all."



Join us at Money20/20, the world's largest financial technology event on October 22-25 at the Venetian Hotel in Las Vegas. Visit our stand #1101 to learn more about our innovative solutions and services throughout the entire payment value chain.

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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 licenses 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.