

PRESS RELEASE / Gift Cards

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Wirecard gains two major retailers, ALDI Nord and ALDI SÜD, as new customers for gift cards

- **Tailored solutions for a simple, digital shopping experience**

Aschheim (Munich). Wirecard has gained both ALDI Nord and ALDI SÜD as new customers. Both discount retail chains are introducing their own gift cards for the very first time, which will expand their existing offers by adding their own e-money product. Previously customers could only buy gift cards for other retailers including platforms such as Google Play or prepaid service providers such as ALDI TALK.

As an expert in digital payments, Wirecard is able to manage the whole gift card platform, assuming responsibility for card issuance and payment processing as well. The latest software technologies are to be linked intelligently with bank services to cover the entire range of gift cards, which include e-money cards for both physical stores and online shops.

The latest gift cards can be used to pay at all ALDI branches throughout Germany. The cards can be purchased at the till. Customers will benefit from the wide range of available value denominations.

Natascha Vrchoticky, Communications Director Customer Relationship Management at ALDI SÜD: “More and more of our customers have been asking us when we will finally start selling ALDI gift cards in addition to those of other brands. It seems that a lot of our customers are fans of the brand – they are really enthusiastic about it and would like to receive a gift card.”

ALDI Nord customers can choose among 10, 20, 50 and 100 euro gift cards. Dominik Remy, Head of Sales at ALDI Nord: “We want our customers to be able to redeem their gift cards easily in all ALDI branches across Germany. We hope this service will make many our customers happy.”

Christian Reindl, Executive Vice President Sales Consumer Goods at Wirecard: “We are delighted that ALDI Nord and ALDI SÜD – two of the largest retailers in Germany – have decided to make Wirecard their technology partner. With our extensive experience in the field of e-money cards, ALDI is able to offer its customers throughout Germany added value. With our tailored solutions, they will benefit from a seamless shopping experience with a flexible omnichannel approach – both online and at the point of sale.”

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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 ALDI:

ALDI is one of the world's leading retailers. With over a century of trading history, ALDI is Germany's number one discount brand. Around 60,000 staff in Germany as well as Belgium, Denmark, France, Luxembourg, the Netherlands, Poland, Portugal and Spain make significant contributions to the ALDI Nord corporate group's long-standing success. With over 1,880 branches and 30 regional businesses, the ALDI SÜD corporate group is active in southern and western Germany. The company employs over 40,100 staff, including more than 5,200 apprentices, in Germany. Aside from Germany, ALDI SÜD is active in ten further countries worldwide: Austria, the USA, the UK, Ireland, Australia, Switzerland, Slovenia, Hungary, China and Italy.