

PRESS RELEASE / Vouchers

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Wirecard launches online shop for Lidl gift cards in Germany

- **Lidl gift cards will be available online in future**
- **Flexible shopping experience via omnichannel approach supported by Wirecard**

Aschheim (Munich). Wirecard, the digital financial technology expert, has launched a gift card online shop for Lidl in Germany. Wirecard is assuming responsibility for the entire distribution process, including logistics and handling as well as issuance and technical payment processing for the cards. Up until now, they have only been available to purchase in the branches. Holistic expertise in the area of digital payment systems, risk management and banking has facilitated this development.

An omnichannel approach ensures a flexible Lidl gift card shopping experience: customers can now easily purchase cards with values of EUR 10, 20 and 50 from the Lidl gift card shop at www.lidl-geschenkkarte.de or, alternatively, in one of the numerous retail stores. They can then be redeemed online or in-store. Wirecard is also responsible for ensuring a secure activation process for gift cards purchased online. Buyers initiate this process on receipt of the card.

Wirecard has already been working successfully with Lidl since mid-2013.

Christian Reindl, Executive Vice President Sales Consumer Goods at Wirecard: "We are delighted to now be in a position to offer gift cards online. The Lidl gift cards we have been issuing for years are becoming increasingly popular among consumers. For retailers, they represent an additional customer service and a stronger connection to customers. This means that everybody wins."

Lidl's and Wirecard's collaboration is reflective of current consumer purchasing behaviour. The latest EHI study "Card-supported payment systems in retail 2017" backs this up: according to the EHI's calculations, retail sales using gift cards amount to around EUR 3 billion in Germany. In total, 90% of the large retailers and 45% of the medium-sized companies surveyed operate their own gift card schemes.

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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 Lidl Deutschland:

Lidl is a trading company headquartered in Neckarsulm that is a part of the Schwarz Gruppe GmbH. It is one of the leading food retailers in Germany and Europe. Currently, Lidl is represented in 30 countries and operates over 10,000 branches in 28 countries worldwide. In Germany, over 78,000 staff in around 3,200 branches are committed to ensuring customer satisfaction on a daily basis. Work at Lidl is characterised by a dynamic approach to everyday duties, a strong results-oriented performance and fairness in dealings with colleagues. Since 2008, Lidl's online shop has offered non-food products from various categories, such as wines and spirits as well as travel and other services. Lidl is continuously expanding its online shop, which currently includes approximately 30,000 items. As a discount store, Lidl prioritises an optimum price-quality ratio for its customers. Simplicity and process orientation determine day-to-day trade. In doing so, Lidl is aware of its social and environmental responsibilities. The company focuses on sustainability in five areas of activity: product range, staff, the environment, society and business partners. In financial year 2016, Lidl registered sales of EUR 68.6 billion, of which EUR 20.4 billion was attributable to Lidl Deutschland. Further information on Lidl Germany is available at: lidl.de.