

PRESS RELEASE / Gift Cards

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Wirecard gains Kaufland as a new customer for omnichannel card solution

- **Wirecard takes on issuance and payment processing of gift cards**

Aschheim (Munich). The digital financial technology expert Wirecard has gained the grocery chain Kaufland as a new customer. From now on, it will take on issuance and payment processing of gift cards in Germany. Customers can now easily purchase a card with a value of their choice online and in branch stores. They can also check their balance whenever they like and, if needed, order several cards online at www.kaufland-geschenkkarte.de.

Customers can use the gift cards across Germany at over 650 Kaufland stores. The EHI study “Card-supported payment systems in retail 2017” shows that gift cards are popular among customers and retailers in Germany alike: Almost 90% of the large trading companies surveyed have their own gift card. For SMEs, this figure was just half of that, at 45%.

For Kaufland gift cards, Wirecard is assuming responsibility for secure and fast payment processing in addition to the entire distribution process, including logistics and handling. For cards ordered online, this covers shipping as well as the activation carried out by the purchaser on receipt of the card. Online gift card business is above all directed towards business customers and customers who buy more than one card, who are able to freely choose a value each time.

Christian Reindl, Executive Vice President Sales Consumer Goods at Wirecard: “We are delighted to have gained Kaufland as a new customer in the grocery industry and that we are able to further diversify the shopping experience of Kaufland customers using our tailored solutions. Gift cards are very popular, particularly for spontaneous shoppers. It is an attractive option for retailers too, since the cards offer value added – with them, they can appeal to new interested customers and also retain existing customers over the long term.”

Wirecard has developed the individual gift card platform for Kaufland from scratch, tailored it to meet the retailer’s needs and thus offers the optimum combination of card issuance and technical expertise. As such, Wirecard provides its customers with a solution package from a single source.

Wirecard media contact:

Wirecard AG
Jana Tilz
Tel.: +49 (0) 89 4424 1363
Email: jana.tilz@wirecard.com

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.

Kaufland media contact:

Kaufland Stiftung & Co. KG
Anna Münzing
Tel.: +49 (0) 71 32 / 94 34 81 14
Email: presse@kaufland.de

About Kaufland:

Kaufland operates over 1,250 branches internationally, more than 650 of which are in Germany. It is headquartered in Neckarsulm, Baden-Württemberg. Kaufland is active in six countries besides Germany (Poland, Czechia, Bulgaria, Croatia, Romania and Slovakia). It employs over 148,000 staff, of which 78,000 are in Germany and has won the “Retailer of the Year” award five times in a row. It took first place in the supermarkets category, scoring highly for its price-quality ratio and range of products as well as deals and offers. www.kaufland.de