

PRESS RELEASE / e-commerce

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Wirecard gains German garden centers as new customer for online payments

- **Wirecard facilitates seamless payment processing for traditional and alternative payment methods**

Aschheim (Munich). Wirecard has gained a new customer for digitalizing the payment process: the largest marketplace for plants and garden accessories in Germany, Pflanzen-Kölle Gartencenter. To this end, the leading specialist for digital financial technology will combine conventional payment methods such as credit cards with alternative payment processes including Sofort Überweisung and PayPal.

Fact is that e-commerce is booming: According to a forecast by Statista, the number of e-commerce users in Germany is anticipated to reach 54.25 million by 2022. The new collaboration will allow the long-established specialist for plants and garden accessories to attain a new level of online sales of garden equipment. Via this partnership, customers of Pflanzen-Kölle, which operates 13 stores across Germany in addition to an online shop, will now benefit from simple, efficient and secure payments online as well as integrated risk management processes.

Nelli Kaiser, E-Commerce Team Leader at Pflanzen-Kölle: “The digital transformation of classical retail is rapidly gaining ground. We do not intend to be left behind here and are aiming to exploit the growth prospects offered by online sales. Wirecard’s expertise will be of great benefit, offering both quick and targeted processes in addition to seamless payment processing of traditional and alternative payment methods.”

Christian Reindl, Executive Vice President Sales Consumer Goods at Wirecard, adds: “The potential of e-commerce is huge. There are new growth opportunities on offer for traditional and high-street retailers by expanding their online business. As a global driver in the digitization of payment processes, we are delighted to support Pflanzen-Kölle in establishing new, digital sales channels.”

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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 Pflanzen-Köle

In addition to supplementary products, Pflanzen-Köle maintains an up-to-date range of high-quality bedding plants and flowers as well as those suited to terraces and balconies across 13 garden centres and a comprehensive online shop (www.pflanzen-koelle.de). Customers will find everything for their gardens, homes and even zoos in addition to numerous gift ideas for every occasion in Pflanzen-Köle's garden experience worlds. Pflanzen-Köle aims to provide customers with the inspiration to make their homes and gardens even more beautiful and cosy. In the garden centres, visitors are invited to relax, enjoy and discover all sorts of new things. Shopping trips can be rounded off by enjoying a slice of cake from the bakeries or in the bamboo garden surroundings of the cosy restaurants on site in Heilbronn, Hamburg, Wiesbaden, Wildau, Unterhaching, Munich and Nuremberg. In 2018, Pflanzen-Köle celebrates its 200th birthday – customers can look forward to selected anniversary products and a huge competition, in addition to several other highlights.