

PRESS RELEASE / Mobile Payment

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Breuninger now offering Alipay and WeChat Pay – successful collaboration with Wirecard

- **Mobile payment solutions for Asian tourists**

Stuttgart/Aschheim (Munich). The fashion and lifestyle company Breuninger has introduced the Chinese mobile payment solutions Alipay and WeChat Pay. This has been made possible by Wirecard, specialists in digital financial technologies. Breuninger is the first German department store to offer both leading Chinese payment solutions across all 11 of its stores.

The introduction of the Wirecard ePOS App in Breuninger's till systems has allowed Alipay and WeChat Pay to be easily integrated in its stores, meaning that Chinese tourists can benefit from their preferred mobile payment solutions at the Point of Sale. The solution offers retailers a digital ecosystem with global payment options and a series of value added services.

With this cooperation, Breuninger is banking on Chinese tourists' penchant for travel. Last year, 12.4 million tourists from the Far East visited Europe on their travels. Based on an expected growth rate of 68% per year, this will rise to 20.8 million by 2022. Shopping for luxury goods such as designer handbags, shoes and clothing is hugely popular among Chinese tourists and forms an important part of their holiday enjoyment. The 11 Breuninger department stores are therefore a popular destination for Chinese tourists. By accepting Alipay and WeChat Pay, Europe's leading department store is tapping even more effectively into this young, online-savvy, affluent target group.

Holger Blecker, CEO of Breuninger: "Shopping for luxury products is an important part of European holidays for many tourists from China. Breuninger, with its select range of international designers and luxury brands, is therefore a very popular shopping destination for Asian consumers. One of our main priorities is to digitize our service portfolio. The integration of Alipay and WeChat Pay at all Breuninger stores is a logical step in the direction of further improving the shopping experience."

Markus Braun, CEO of Wirecard AG: "We are delighted to have gained Breuninger as a new customer. Together we will now shape the digitization of payment processes in the retail world. Alipay and WeChat Pay have proven to be popular entry points for companies looking to implement precisely these kind of digitization processes over the past few years. We are excited about expanding our collaboration with Breuninger to cover additional omnichannel areas in the future."

Wirecard media contact:

Wirecard AG
Jana Tiltz
Phone: +49 (0) 89 4424 1363
Email: jana.tiltz@wirecard.com

About Wirecard:

Wirecard (GER:WDI) is one of the world's fastest growing digital platforms in the area of financial commerce. We provide both business customers and consumers with a constantly expanding ecosystem of real-time value-added services built around innovative digital payments by using an integrated B2B2C approach. This ecosystem concentrates on the areas payment & risk, retail & transaction banking, loyalty & couponing, data analytics & conversion rate enhancement in all sales channels (online, mobile, ePOS). Wirecard operates regulated financial institutions in several key markets, holds issuing and acquiring licenses from all major payment and card networks. Wirecard AG is listed on the Frankfurt Stock Exchange (TecDAX, ISIN DE0007472060). Visit us on www.wirecard.com, follow us on Twitter @wirecard and on Facebook @wirecardgroup.

Breuninger media contact:

E. Breuninger GmbH & Co.
Corporate Communications
Phone: +49 (0) 711 211-2100
Email: medien@breuninger.de

About E. Breuninger GmbH & Co.:

Breuninger, a fashion and lifestyle company, was founded in 1881 by Eduard Breuninger and is today among the leading department stores in Europe. For more than 135 years, Breuninger has offered an exclusive selection of international designer brands and choice newcomer brands, setting high standards in the areas of fashion, beauty and lifestyle in the process. Breuninger stands for style consciousness and trend-setting designs with a distinct customer orientation: service offers such as Special Service, Breuninger's internal bespoke atelier, Click&Collect, the in-store order service, and the Shuttle Service create a unique shopping experience. The multi-award-winning, multi-channel company operates 11 stores with over 5,500 employees across Germany. The online shop www.breuninger.com launched in 2008 is among the most successful online shops in the premium segment.