

## PRESS RELEASE / e-commerce

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### **Wirecard is expanding its collaboration with Natura, one of the leading cosmetic companies in Brazil**

- **Natura to benefit from Wirecard's new digital finance features for marketplaces, facilitating increased conversion rates and merchant satisfaction**

Aschheim (Munich)/São Paulo. The leading specialist for digital financial technology, Wirecard, is providing Natura, one of the leading cosmetic, perfumery and personal goods companies in Brazil, with its new digital finance features.

The new features offer greater technological and scalable insights for merchants within marketplaces, which in turn allow entrepreneurs improved financial control and offer customers an improved shopping experience. The upgraded version includes a range of value-added features such as split payments, automatic refunds, bank account transfers, financial reconciliation and much more. Experience with other merchants has shown that conversion rates and merchant satisfaction can be significantly increased by introducing these new features.

Murillo Boccia, Natura's Chief Digital Officer, said: "Wirecard's support has been essential for Natura's development in the Brazilian e-commerce sector. With the new analytics and digital finance tool offered by Wirecard, our consultants can improve their financial management with greater ease than ever before".

Igor Senra, CEO at Wirecard Brazil, commented: "We are delighted to be strengthening the Brazilian e-commerce market with our digital financial technology solutions – all via a single platform. Natura will now benefit from new technological resources to serve consultants in Brazil."

Natura is the market leader for the direct sales sector in Brazil with more than 1.7 million consultants and is part of Natura & Co, a result of the combination of Natura, The Body Shop and Aesop brands. Brazil plays a major role in the direct sales segment, as it is responsible for 5% of global sales and ranks sixth in this segment overall. In 2017, the industry handled R\$45.2 billion with 4.1 million active entrepreneurs according to the *Associação Brasileira de Empresas de Vendas Diretas* (abevd).

Natura and Wirecard began collaborating in 2014, with Natura having taken advantage of extra features occasionally since this time. Natura now benefits from all marketplace features offered by Wirecard Brazil.

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## 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 with a constantly expanding ecosystem of real-time value-added services build 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 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](http://www.wirecard.com), follow us on Twitter @wirecard and on Facebook @wirecardgroup.

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## About Natura:

Founded in 1969, Natura is a Brazilian multinational of hygiene and cosmetic products. Natura is the market leader for the direct sales sector in Brazil with more than 1.7 million consultants and is part of Natura & Co, a result of the combination of Natura, The Body Shop and Aesop brands – which registered R\$9.9 billion in net revenue in 2017. It was the first publicly traded company to receive the B Corp certification in the world in 2014 which reinforces its transparent and sustainable performance in social, environmental and economic aspects and it has operations in Argentina, Chile, Colombia, United States, France, Mexico and Peru. Natura's products can be purchased with Natura consultants through the Natura Network, Natura app store or in stores in São Paulo, Rio de Janeiro, Paris, New York, Santiago and Buenos Aires. For more information about the company, visit [www.natura.com.br](http://www.natura.com.br) or check out social media profiles: LinkedIn, Facebook, Instagram, Twitter and YouTube.