PRESS RELEASE / e-commerce

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Wirecard expands e-commerce portfolio with rapid custom design tool for online merchants

- **With the new Payment Page Designer, online retailers can customize the visual appearance of their payment page in a matter of minutes**

Aschheim (Munich). Wirecard, the global innovation leader in digital financial technology, is launching a new Payment Page Designer for online retailers and thereby expanding its portfolio of value-added services for e-commerce. With greater ease than ever before, e-commerce operators of every size can now adapt the design of the payment options in their online shops within minutes. From now on, retailers stand to benefit from quicker set-up times and increased conversion rates at the same time. In this context, the Wirecard Payment Page Designer combines ease of integration and adaptation with high levels of visual flexibility.

Markus Eichinger, Executive Vice President Group Strategy at Wirecard: "With this state-of-the-art checkout solution for online merchants, we have created a significantly simplified tool to integrate payment as seamlessly as possible into the entire shopping process. The continuous development of the Wirecard platform thus creates immediate value for our merchants, since better visual payment integration also increases the conversion rates. This fully integrated digital solution is a good example of Wirecard's claim to be the innovation leader also in the core area of e-commerce acceptance."

The new Payment Page Designer – an intuitive web interface – allows all visual elements to be adapted. With the help of the new solution, retailers can match their payment pages to precisely reflect their visual brand identity, thereby optimizing the customer experience.

Jan Simko, Vice President PSP Services at Wirecard, adds: "Wirecard's Payment Page Designer facilitates highly configurable, secure and seamless payment experiences, which take into account the requirements of modern e-commerce via smartphones. By integrating the platform in the Wirecard Payment Page (WPP), we are optimizing the visual experience for end consumers. Our merchant-oriented solution is adapted to the customers' different visual requirements – they do not need to have any graphic design skills; payment pages can be created in a matter of minutes without any extensive programming efforts."

Please click the following link to access the Wirecard Payment Page Designer:
https://designer.wirecard.com/

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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 corporate clients 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 and risk, retail and transaction banking, loyalty and coupon programs in addition to data analytics and conversion rate enhancement across all sales channels (online, mobile, ePOS). Wirecard operates regulated financial institutions in several key markets, in addition to holding 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.