

PRESS RELEASE / E-Commerce

24 July 2018

Wirecard expands partnership with SAP to launch *Wirecard Extension for SAP Commerce*

- **Wirecard strengthens its current collaboration with SAP to offer merchants an extended range of digital payment services via Omnichannel-Software *SAP Customer Experience***

Aschheim (Munich). Wirecard, the global innovation leader in the field of digital financial technology, is expanding its long-standing partnership with SAP, the global market leader in the segment of enterprise application software, to launch *Wirecard Extension for SAP Commerce*.

SAP Customer Experience (former SAP Hybris) is a global provider of enterprise multichannel e-commerce and product content management software which offers merchants tailored solutions for e-commerce, marketing, (pre-)sales, customer service and subscriptions & usage-based billing. As the market leading solution for e-commerce, providing robust support for B2B and B2C business models, *SAP Customer Experience* is responsible for all of SAP's customer engagement and e-commerce businesses worldwide. Wirecard provides *SAP Customer Experience* with the *Wirecard Extension for SAP Commerce*, a solution which allows merchants to profit from a wide range of value-added payment acceptance services.

Thanks to Wirecard's expertise in the field of digital financial technology, *SAP Customer Experience* customers will be able to benefit from extensive payment and acquiring solutions provided on one digital platform. Wirecard will be offering merchants a wide range of payment services via SAP's Omnichannel-Software. Through the extension of this strategic partnership, Wirecard is strengthening its leadership in the digital commerce segment.

Michael Brinkmann, Executive Vice President Partner Management at Wirecard, said: "We are pleased to contribute a full-scope payment integration to the SAP commerce ecosystem. With our new extension we follow our principal of the global digitalization of financial processes. We are looking forward to further expanding the partnership with SAP in the future."

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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 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.

About SAP:

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 388,000 business and public sector customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

About SAP Customer Experience:

SAP Customer Experience solutions provide omnichannel customer engagement and commerce software that allows organizations to build up a contextual understanding of their customers in real time, deliver a more impactful, relevant customer experience, and sell more goods, services and digital content across every touch point, channel and device. Through customer data management, context driven marketing tools and unified commerce processes, SAP Customer Experience solutions have helped some of the world's leading organizations to attract, retain and grow a profitable customer base. SAP Customer Experience software for customer engagement and commerce provides organizations with the foundation, framework and business tools to create a holistic customer view across channels, simplify customer engagement and solve complex business problems. For more information, visit: cx.sap.com