

PRESS RELEASE / Mobile Payments

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Wirecard gains the Kraemer Jeweler Group as new customer for Chinese payment method and integrates Alipay at long-established Juwelier Pletzsch

- **Integration of Alipay in the central till system of the Kraemer Jeweler Group enabled via the *Wirecard ePOS App***
- **Wirecard to provide a fully digitized payment solution**

Aschheim (Munich). Wirecard, the leading specialist for digital financial technology, has gained the Kraemer Jeweler Group as a new customer for China's most popular mobile payment solutions, of which Alipay is one. The payment methods are to be integrated in the till systems of the Jeweler Group's stores across Germany by way of the *Wirecard ePOS App*. Within the framework of this collaboration with the Kraemer Jeweler Group, Wirecard will provide acceptance and assume responsibility for transaction processing in full. Using the Wirecard ePOS App, retailers can access popular international payment options and value-added services.

The Cologne-based Kraemer Jeweler Group boasts a rich history. Its 45 stores in Germany offer a wide range of jewelry and watches, while the company is also well-known as a wedding rings specialist in Germany. Juwelier Pletzsch also forms part of the Kraemer Jeweler Group and is the right address for jewelry and watch customers. Pletzsch will initially introduce the most popular Chinese payment options at its locations in Frankfurt, Dusseldorf, Essen and Mannheim.

Europe and especially Germany remain the most popular holiday destinations for Chinese tourists, for whom shopping is a priority on their trips away. Each year, Chinese consumers spend on average EUR 28,000 on shopping, with luxury items above all in demand. In total, 7.6 million Chinese households fork out for quality, high-value products on an annual basis.

Markus Viegener, Head of Finance and Administration at the Kraemer Jeweler Group underlines: "By successfully integrating Alipay in our till system with the help of Wirecard, we are offering Chinese tourists an additional service and becoming a sought-after point of contact for first-class jewelry and watches. By using Alipay's marketing platform, we can target potential customers and inform them about offers before they arrive."

Vanda Kospic, Head of Sales Consumer Goods at Wirecard: "We want to help retailers to offer their customers familiar, trusted payment methods. We are delighted to support the Kraemer Jeweler Group and their range of quality jewelry and watches. From experience with other retailers, we are aware that Chinese consumers tend to be more prepared to spend larger sums of money when their domestic payment methods are also available at European retailers."

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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 solutions in 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 at www.wirecard.com, follow us on Twitter @wirecard and on Facebook @wirecardgroup.

About the Kraemer Group:

For more than 75 years, Jeweler Kraemer as well as Jeweler Pletzsch have represented the epitome of top quality jewelry and watches – all made using the finest materials. The history of the founders, the husband and wife team of Paul R. and Katharina Kraemer started with their own shop on Schildergasse in the center of Cologne. Today, the range of jewelry and watches is available across more than 45 stores in over 25 towns and cities in addition to an online shop. With over 500 employees, the Kraemer Jeweler Group sees itself as a traditional family company that always strives to consciously preserve its traditions, working in the spirit of the company's founding couple and, especially, valuing quality, competence and trust. Yet of even greater importance: they value and respect the diversity in people and support the charitable mission of the Gold-Kraemer Foundation.