

## PRESS RELEASE / E-Commerce

02 October 2018

### Wirecard launches *Try Before You Buy* with PVH in Europe

- **PVH Corp. owns a diversified portfolio of iconic American brands that includes *TOMMY HILFIGER* and *CALVIN KLEIN*.**
- **Consumers in Europe can now use the *Try Before You Buy* flexible invoice payment method on *TOMMY HILFIGER* and *CALVIN KLEIN* European e-commerce sites.**
- **Wirecard's Fraud Prevention Suite (FPS) guarantees the safety of the new payment solution for retailers.**

Aschheim (Munich). Wirecard, the leading innovation driver in digital financial technology, is launching the *Try Before You Buy* flexible invoice payment option. Partnering with PVH Corp.'s [NYSE: PVH] Europe headquarters, which operates the Calvin Klein and Tommy Hilfiger businesses in the region, the *CALVIN KLEIN* and *TOMMY HILFIGER* e-commerce sites in Europe will be the first to use this technology.

*Try Before You Buy* allows online shoppers to pay for products 30 days after the order has been placed, allowing consumers to try on styles at home and only pay for those they decide to keep. Wirecard's Fraud Prevention Suite (FPS) is based on innovative technologies such as machine learning and artificial intelligence, and secures consumer creditworthiness by analyzing data patterns stretching years back.

Oliver Timm, Chief Commercial Officer, PVH Europe, says: "Our consumers are at the heart of everything we do and the *Try Before Your Buy* scheme highlights our commitment to exploring new digital solutions that elevate online shopping. This approach bridges the gap between online and in-store purchasing experiences, enhancing consumer satisfaction and loyalty."

Vanda Astfällér, Head of Sales Consumer Goods at Wirecard, comments: "We are delighted to announce our partnership with PVH Europe for the *CALVIN KLEIN* and *TOMMY HILFIGER* European e-commerce sites. The payment guarantee based on Wirecard's AI risk management solution reveals how precisely the pre-recognition and fraud prevention processes nowadays work. Our innovative offering mitigates the risk of e-commerce payment defaults and allows forward thinking merchants, like PVH Europe, to provide consumers with *Try Before You Buy* flexibility."

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## About Wirecard:

Wirecard AG is a global technology group that supports companies in accepting electronic payments from all sales channels. As a leading independent supplier, the Wirecard Group offers outsourcing and white label solutions for electronic payments. A global platform bundles international payment acceptances and methods with supplementary fraud prevention solutions. With regard to issuing own payment instruments in the form of cards or mobile payment solutions, the Wirecard Group provides companies with an end-to-end infrastructure, including the requisite licences for card and account products. Wirecard AG is listed on the Frankfurt Securities Exchange (TecDAX, ISIN DE0007472060, WDI). For further information about Wirecard, please visit [www.wirecard.com](http://www.wirecard.com) or follow us on twitter @wirecard.

## About PVH Corp.

With a history going back over 135 years, PVH has excelled at growing brands and businesses with rich American heritages, becoming one of the largest apparel companies in the world. We have over 36,000 associates operating in over 40 countries and nearly \$9 billion in annual revenues. We own the iconic [CALVIN KLEIN](#), [TOMMY HILFIGER](#), [Van Heusen](#), [IZOD](#), [ARROW](#), [Speedo](#)\*, [Warner's](#), [Olga](#) and [Geoffrey Beene](#) brands, as well as the digital-centric [True & Co.](#) intimates brand, and market a variety of goods under these and other nationally and internationally known owned and licensed brands.

\*The [Speedo](#) brand is licensed for North America and the Caribbean in perpetuity from Speedo International Limited.