

PRESS RELEASE / Mobile Shopping

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Wirecard and SES-imagotag digitalize payment, coupons and loyalty programs for retailers worldwide

- **Shoppers and retailers benefit from additional features of the joint payment solution via SES-imagotag's smart digital tags, which is already in use in over 16,000 stores in 61 countries**

Aschheim (Munich). Wirecard, the worldwide innovation driver for digital financial technologies, and SES-imagotag, the global leader in electronic shelf labels (ESL) and Retail IoT solutions for physical commerce, are expanding their existing cooperation for in-store payment through digital price tags. The existing seamless mobile payment system of both companies enables shoppers, using Wirecard technology, to pay anytime, anywhere directly in-store, thus avoiding long lines at the checkout. This solution will now be enhanced with extensive loyalty, couponing and data analytics capabilities.

SES-imagotag, a company listed on the Paris Stock Exchange, has already equipped more than 16,000 stores in 61 countries with smart digital tags – including the world's largest retailers. Its solution enables stores to automate low value-added processes, increase store efficiency and improve customer experience at the same time.

The new loyalty feature developed by both companies will allow retailers to automatically reward shoppers, further increasing loyalty. Customers receive personalized discount vouchers or loyalty points, which increase the feeling of a seamless and immediate shopping experience. The new couponing function from Wirecard and SES-imagotag follows a similar approach. E-Coupons – e.g., special offers or discounts – can be automatically issued when entering a store, strolling past a shelf or when interacting with products. Retailers' loyalty programs are thus 100% digitalized, enabling in-store behaviors to be rewarded in real-time.

Both functions also offer benefits for retailers: each time customers use their smartphones in-store, retailers can identify their preferences, purchasing behavior, the place of purchase and other contextually relevant information. As coupons are digitalized, stores can also identify the popularity and impact of such in-store promotions. Retailers can then transform the data collected into custom targeted special offers for an improved shopper engagement. The data analytics functions required to process this information, based on the Wirecard Omnichannel ePOS Suite, are also part of the extended cooperation between Wirecard and SES-imagotag.

Michael Unmüßig, Senior Executive Vice President Marketing at SES-imagotag, says: "Our cooperation with Wirecard to date has been extremely successful due to the company's great expertise in the payment sector and the digitalization of payment flows. We are therefore proud to

further expand our collaboration and to offer a 100% digitalized in-store shopping experience to even more retailers and shoppers.”

Alexander Hahn, Vice President POS Retail Solutions at Wirecard, adds: “At Wirecard, we are shaping the future of payment and thus creating massive added value for consumers in the retail sector. Through our expanded cooperation with SES-imagotag, we are now jointly revolutionizing the digital payment experience and the customer journey in the retail sector, where stationary POS systems are no longer necessary.”

To make purchases, customers simply hold their smartphone in front of a digital price tag from SES-imagotag and scan a product using a QR code or NFC. Using Wirecard technology, payment processing is then handled directly in the background using the customer’s preferred payment method. The technology can also be used to display interactive content, e-Coupons or relevant product information on the consumer’s mobile device.

Find out more about the whole customer journey [here](#).

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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 (DAX and TecDAX, ISIN DE0007472060). Visit us on www.wirecard.com, follow us on Twitter [@wirecard](#) and on Facebook [@wirecardgroup](#).

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About SES-imagotag:

For 25 years, SES-imagotag has been a reliable partner to retailers in introducing digital technology to their stores. SES-imagotag is the world leader in smart digital price tagging and automated price adjustment, and develops a comprehensive IoT and digital platform that provides retailers with a comprehensive service package. The solutions from SES-imagotag enable retailers to link and digitize their stationary stores, automate processes with low added value, increase operational efficiency, inform and serve customers, ensure error-free customer information by constantly comparing the availability of goods, avoid zero stocks and waste and create a service-oriented omnibus channel offering that builds customer loyalty and meets changing consumer expectations.