

PRESS RELEASE / Digital Payments

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Wirecard expands collaboration with RINGANA to further drive forward digitization for the cosmetics pioneer

- **Around 600,000 RINGANA customers and 42,000 sales reps across Europe benefit from digital payment solutions**
- **New portal simplifies booking and payment of training courses from a selection of over 900 seminars**
- **Easy integration of new payment methods enables RINGANA to develop all European markets individually**

Aschheim (Munich). Wirecard, the global innovation leader for digital financial technology, is expanding its partnership with RINGANA. The company is one of Europe's pioneers in sustainably produced and marketed cosmetics and supplements made from natural raw materials. RINGANA has been using Wirecard's payment acceptance solutions in its online shop since 2010 and now records almost 200,000 transactions per year that are processed via Wirecard's digital platform. The digitalization of payment processes has helped RINGANA to almost triple its annual revenues since 2015.

As a further milestone in the cooperation, Wirecard now acts as the acquirer for RINGANA's ticket sales for its own training events. The company reaches its half a million customers through 42,000 business partners. These brand ambassadors are educated and trained at around 900 events a year in Austria, France, Germany, Italy, Poland, Spain, Switzerland and the UK. The tickets for these events are sold online via the company's own booking portal – where, just like in the online shop, new payment providers can easily be integrated thanks to the Wirecard platform.

“RINGANA combines the advantages of direct sales with professionally trained customer communications. This ideal combination of the offline and online worlds aligns with our sustainability philosophy and creates trust among our customers,” said Andreas Wilfinger, Managing Director and owner of RINGANA. “With Wirecard, we are pleased to have a partner who can reflect our unique customer experience in the way it processes payments.”

Roland Toch, Managing Director CEE at Wirecard, added, “New approaches in omnichannel marketing are becoming increasingly vital to sales success. With multiple customer touchpoints, it is important to also take their different purchasing preferences into account. We are pleased to be able to support RINGANA in this respect with comprehensive digital payment integration. With our flexible payment solutions, we will continue to drive the digital transformation of the retail sector in a positive direction.”

By innovatively and successfully addressing high-end consumers, RINGANA is a good example of this – as the growth in annual sales to 80 million euros in 2018 shows. In addition, the Austrian company sets standards for sustainability in production, products, packaging and distribution.

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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.

About RINGANA:

RINGANA produces fresh cosmetics and natural food supplements. The concept: Freshly produced with the most effective active natural ingredients, which are shipped directly to the customer after production. Each RINGANA product is produced several times a month in line with demand. An ordinary industrial product, by comparison, is produced only once a year. This unique freshness concept enables RINGANA to use highly efficient, sensitive and antioxidant active natural ingredients, which are not used in conventional cosmetics due to the required minimum shelf life of 30 months and longer. This production of fresh products spares customers harmful preservatives, solvents, stabilizers and mineral oils.