

POSitivity



Empiria Group
MMXXIII

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Dear POSitivity readers!

We're thrilled to welcome you to the first issue of 2023! With what's only three weeks left until long awaited MPE conference, in this issue we'll focus on covering some of the top news & happenings you may have missed and that you'll want to know about.

Our team conducted a series of interviews featuring MPE 2023 speakers, sponsors and merchant payments professionals attending the event to review industry's opinions on:

- Hot payments trends & challenges impacting the merchant payments ecosystem
- Strategies for achieving success in merchant payments in the following months
- Impact of ongoing crisis on the merchant payments ecosystem
- Sustaining growth during recession (and coming out victorious)

We're carefully monitoring a broad range of industry trends, hence you'll find a three months' selection of industry news, articles and blog posts to help you stay on top of all that's currently going on in the exciting and ever changing world of merchant payments.

We hope to see you all at MPE 2023 in Berlin on March 28-30.

Editor's note: Do you want to become an active contributor to POSitivity magazine? Let us know at mpe@merchantpaymentsecosystem.com

Happy reading!

*Sincerely,
Your MPE Team*



Merchants and brands attending MPE 2023

The number of global merchants, brands, influencers and industry disruptors interested in MPE has been steadily growing for the last couple years. Whether that's been because of its incredible networking potential or the carefully curated agenda covering all that's on the rise in merchant payments, one thing is clear: merchants want to be present at MPE 2023 in Berlin.

Some of the brands looking familiar? These are just few from the 350+ incredible merchants you'll get to meet this year!

To see the full list of merchants already confirmed for MPE 2023, click below. We update this list regularly.

[see the full list >](#)



Networking special: get your payments juices flowing!

Connect with 1300+ industry peers and the community in your own way.

MPE doesn't have a fixed schedule that you must follow. Instead, it gives you the freedom of choice by providing an endless number of activities you can engage in; from random meetings during coffee and lunch breaks to evening cocktail receptions and even private parties!

Simply put - we believe you'll make use of the countless networking opportunities and the richness of the program on your own terms.



Here are a few activities specifically focused on networking that we think you'll enjoy:

Celebrating industry achievements @ MPE Awards Gala Dinner

Only you and your team know the amount of hard work, takeout and strong coffee that went into finding the new solution, launching the new product or opening the new branch you're now an active part of. We're certain that sharing your success with others will empower and bring joy to many hard working, innovative and dedicated individuals.

Join us at the famous MPE Awards ceremony, help us recognise 13 outstanding merchant payments companies and influencers and celebrate together with the entire Merchant Payments Ecosystem!

Revealing the newest and hottest Startups @ **Innovation Hub**

Welcome to the dragon's den!

Day one, Track 4 will be dedicated to startups demoing their solutions for a chance to present in front of the MPE participants at the main stage during Innovation Hub competition on Day 2.

Startup culture has always been a big part of our conferences, and MPE 2023 is going to present plenty of grand opportunities!



Uniting Women in payments @ **EWPN Breakfast**

Special Networking opportunity for Women attending MPE 2023! Join the discussion with EWPN members & ambassadors during Networking Breakfast on Day 2.



Getting your daily dose of sport @ **5K RUN**

Calling all passionate and casual runners! Energise before the second conference day with an exhilarating run or a relaxing stroll with industry peers and friends.

Our 5K run starts on March 29 at 7:00 am and is led by Neill Butcher, CEO at Headcount (qualified triathlon coach!)

Learning @ **Workshops**

Exchange best practice & expand your knowledge in hands on advisory clinics and workshops.

Secure your spot at the largest European payments acceptance conference!

Register

Speakers' and panelists' tips: sessions to attend

It can get overwhelming seeing the MPE agenda and trying to figure out which sessions are the right ones for you. To make deciding easier for you, we've asked our friends Mike Goodenough and Sarah Torrens to tell us which sessions they are attending, and why you should consider joining them too!



Mike Goodenough

Global Head of eRetail & Marketplaces – Digital Commerce @ Worldline

Mike suggests you join him on Day 1: Session 1 to hear his perspective on Expanding Your Business Beyond Physical Boundaries: Leveraging New Payment Technologies for Global Commerce

"In this new era of online commerce, the boundaries of geography and physical space are becoming increasingly blurred, giving rise to a world where every channel, platform, and virtual space is a potential storefront. From social commerce including Livestream Commerce and the metaverse commerce, and beyond, the possibilities are endless - and the winners will be those who embrace the boundless potential of this new frontier."



Sarah Torrens

Online payment manager
@ Riu Hotels & Resorts

Sarah recommends attending these sessions:

Day 1: Session 4: Payment orchestration & facilitation

- Payment optimization strategies for better acceptance rates
- Cloud first, API and microservices approach
- Offerings for different market segments and verticals
- Integration best practices

Explore the payment orchestration opportunities with speakers from EDC, Thunes, IXOPAY, GetResponse and ACI Worldwide.

[check out the MPE 2023 agenda](#) >

Day 2: Session 1: Innovations in technology and experience reshaping the payments business

Payments Experts will discuss the innovation potential in the payments ecosystem.

Who's leading the innovation game? What technology and experience are reshaping the payments business?

Unlock the future of Payments innovation in session moderated by Neira Jones joined by speakers from VISA, Amazon Pay and EY.

Day 3, Session 1: B2B Payments

In this session moderated by David Parker, speakers from Barclaycard, GetYourGuide and Mastercard will give you the opportunity to expand your B2B payments knowledge and explore:

- How will commercial payments look like in 2025?
- Innovations around B2B payments
- Digital transformation: Success stories

Exclusively with MPE 2023 headline sponsor



Katharina Luschnik

Head of Payments Solutions @ Aiaa,
a Mastercard company

Why open banking and ecommerce are a match made in heaven

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The way we shop and pay has evolved dramatically over the past few decades and the demands of consumers are higher than ever. To explore why open banking payments offer such a big opportunity for the ecommerce space, we sat down with Katharina Luschnik who's Head of Payments Solutions at Aiaa, a Mastercard company.

[see all sponsors & exhibitors](#) >

Reduce fraud, increase opportunities

Open banking payments are a win-win for merchants and consumers; allowing people and businesses to safely share and unleash the power of their financial data, expanding payment choice, and delivering secure and frictionless lending.

“Open banking payments are extremely powerful for the ecommerce space because it enables PSPs and merchants to fully rely on the underlying banking rails. In other words, open banking is one simple API integration from a bank directly to a PSP or a merchant,” explains Katharina Luschnik.

“Paytrail is an excellent example of a player that has already taken advantage of open banking payments in Europe - and on a more global scale, JP Morgan which is known for processing billions of payments in the US, also announced that the company will implement open banking payments powered by Mastercard. I view that as a clear proof point that payment providers also see a huge potential and benefit in open banking payments.”

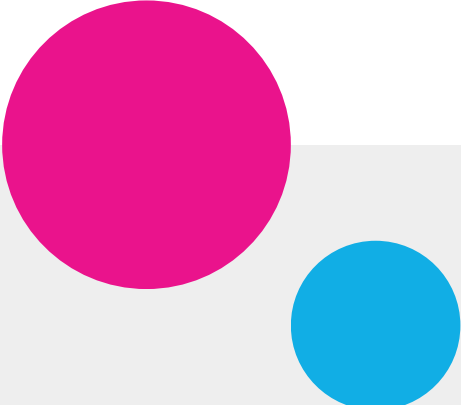
Building quality is key to success

Despite the fact that some of the biggest payment providers in the world have already implemented open banking payments, Katharina Luschnik believes we have only seen the tip of the iceberg when it comes to the major potential of open banking payments in the ecommerce space.

She points out that open banking payments offer great new use cases such as subscription payments and recurring payments, which will accelerate even more in 2023:



"A lot of merchants have a big interest in variable recurring payments (VRP) because it generates even more flexibility for the consumer. And that will of course give open banking a huge momentum across the European markets. This year, we expect a lot of combined achievements from Mastercard and partnering banks to provide outstanding quality."



"We're continuously working with our network to constantly improve the consumer experience to get the outstanding payment experience we need."

In the spotlight: influencer of the year 2022



Candice Pressinger

Director of Customer Data Security
@ Elavon Europe

A chat with "Influencer of the Year" 2022 award winner

...

Why should payments experts consider competing for the MPE influencer of the year award?

I think that it is a great opportunity to be chosen as an ambassador for your industry and to showcase the work your payment organisation does, especially if you are very passionate about helping customers and bringing innovative solutions to the market.

What are your goals and priorities for 2023 and onwards?

My goal is to continue to be an Elavon brand ambassador supporting our merchants and bringing innovation to the payments ecosystem and our customers.

Which are the key traits of a successful industry leader and/or influencer?

Being passionate about the industry and being an active part of change and innovation to benefit our collective customers and being authentic. It is important to think of the greater good and to believe in what you are doing to inspire others.

Tell us about your proudest and biggest career accomplishment.

Delivering Elavon's advanced fraud service that has helped many merchants manage the new regulatory requirement for Strong Customer Authentication (SCA).

What is going to be the ultimate growth driver in payments this year?

In terms of a driver that will impact payments the most overall I would have to say customer experience.

Interviews

Payments are getting more complex for consumers with multiple factors such as the number of available payment options, the rise of POS credit applications, the increase level of security around payments following PSD2. We have seen the impact of these changes to the payment process and conversion rates. We're also seeing payments become a pain point for emerging sectors such as Electric Vehicle charging where customer journeys are not yet established.

"The payment providers and merchants that can deliver seamless checkout experiences whilst maintaining the benefits that come with greater choice and heightened security will see the highest levels of growth."

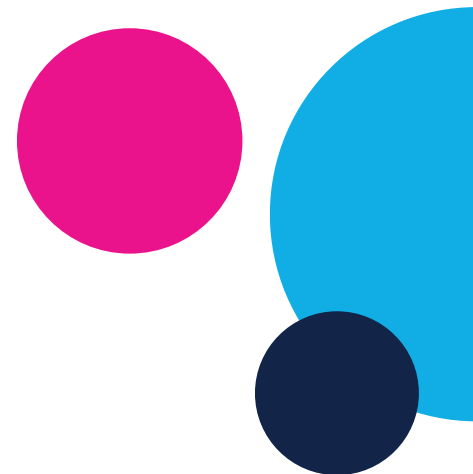
If it is growth in specific areas of payments, then I would say digital wallets and open banking will be major drivers of growth in the payments arena.

If you had to sum up 2022 in one sentence, what would you say?

A year of innovation and market changes with opportunities being presented with Open Banking.

What advice would you give to people that are just getting started in the payments industry?

It is an amazing industry with so many diverse roles and opportunities. Build your network as it will be your greatest gift. Nurture it and be part of it, as we are all in it together. I have found that collaboration is the key to innovation and success on a personal, as well as commercial level.



Conversations with MPE 2023 sponsors and supporting partners



René Siegl

CEO & Founder @ IXOPAY

In this issue, we've interviewed some of our conference sponsors with the goal of introducing them to you - our community.

Look behind the curtain and learn how the leaders of payment companies sponsoring and exhibiting at MPE 2023 feel about the challenges they're currently facing and issues affecting their business in 2023.

Interview

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Could you briefly introduce your company's background? What are your key areas of interest? In which regions do you operate?

IXOPAY is a globally operating and agnostic payment orchestration provider. Our SaaS solution is easily scalable, PCI-certified and available for white-label clients and enterprise merchants with a wide range of features such as smart routing and cascading, state-of-the-art risk management, automated reconciliation and settlements, along with plugin-based integration of acquirers, PSPs and third-party providers

What is your recipe for success in Merchant Payments?

What are your priorities for 2023?

The cornerstone of IXOPAY's success

is its independence and a flexible, agnostic payment platform that allows international merchants to enter new markets efficiently and safely. Our goals for 2023 are to continue building on these foundations, to deliver features that provide our customers with value added service and to expand our reach as the leading payment orchestration platform.



"During the pandemic, many merchants learned that the global markets can be volatile."

Could you outline the key initiatives of your company aimed at promoting sustainability & making a difference with ESG?

IXOPAY's HQ is located in central Vienna, the company pays for yearly tickets for employees to encourage use of public transport. A healthy lifestyle is promoted with free gym membership, healthy snacks and drinks offered on site. IXOPAY makes regular annual donations to charitable organizations and has a diverse workforce with employees from

many countries and walks of life, and a strict non-discrimination policy. Furthermore, our code of conduct for employees includes anti-bribery and anti-corruption provisions, as well as stringent compliance and security policies.

What are the key benefits of being a sponsor at MPE 2023?

We have been part of MPE for several years and appreciate the exchange with the community and peers, and the high quality of the event. Meeting with partners and clients and talking about the challenges facing the payments industry are the key benefits for us.

Do you think that the ongoing crisis could have a tangible impact on the Merchant Payments Ecosystem?

During the pandemic, many merchants learned that the global markets can be volatile. A key takeaway has been the importance of a flexible infrastructure that allows merchants to quickly adapt to such changing market conditions and provides reliable fallback options. With IXOPAY we provide just that.

Continue reading on the next page >

What steps are you taking / will you take to sustain growth during recession? (and come out a winner)

In times of economic uncertainty, providing a solution that helps clients reduce their overheads is a clear advantage; this puts us in a unique position to capitalize on the current economic situation by helping our customers reduce costs during challenging economic times. We see ourselves as long-term partners to our clients, and will continue to provide a high quality SaaS solution that meets merchants' requirements. Most importantly, and as we have always done, we will continue to grow our profitable business in a sustainable way.

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Maria Parpou

Executive Vice President, Payment Gateway Services @ Mastercard

Interview

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Could you briefly introduce your company's background? What are your key areas of interest? In which regions do you operate?

Mastercard is a global technology company in the payments industry with connections across more than 210 countries and territories. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible.

What is your recipe for success in Merchant Payments?

What are your priorities for 2023?

Mastercard has a trusted tradition of working with partners to unlock possibilities through technology so

that everyone can have a positive payment experience. Throughout 2023 we will continue to build and strengthen that engagement, working together to reshape and enhance the digital landscape by building faster and safer ways to purchase anytime, anywhere.

Could you outline the key initiatives of your company aimed at promoting sustainability & making a difference with ESG?

At Mastercard, environmental and social impact programs are a core part of who we are. Our commitment to bring 1 billion people and 50 million SMEs into the digital economy by 2025, reach net-zero emissions by 2040 and restore 100 million trees worldwide are only several of the initiatives we have in place to contribute to a more prosperous and equitable world.

What are the key benefits of being a sponsor at MPE 2023?

Mastercard has been a sponsor of MPE for over ten years, and as a proud partner, it has enabled us to build on long-standing relationships and embrace new partnerships. Ultimately, this means meeting

consumer expectations and offering a convenient, flexible and secure payment solution across all channels.

Do you think that the ongoing crisis could have a tangible impact on the Merchant Payments Ecosystem?

Current technology and changes in consumer behaviour are reshaping the payments landscape, and consumers are increasingly seeking and expecting touch-free interactions.

What steps are you taking / will you take to sustain growth during recession? (and come out a winner)

Any development of Mastercard product starts with the customer experience in mind. We will continue to enable the best digital experience with security, convenience and trust across the digital ecosystem, everywhere and every way users choose to pay. During any economic cycle, the most important aspect of innovation is to deeply understand the nature of problems, friction points, and barriers to growth that businesses and consumers face. Innovations that bring new, cost effective solutions to existing pain points, are particularly relevant during times of recession leading to faster adoption times.



Peter O'Halloran

Vice President, Head of Enterprise & Digital Commerce EMEA @ Fiserv

Interview

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Could you briefly introduce your company's background? What are your key areas of interest? In which regions do you operate?

Fiserv is a global fintech and payments company with solutions for banking, global commerce, merchant acquiring, billing and payments, and point-of-sale. Carat from Fiserv is the global commerce platform that orchestrates payments and experiences for the world's largest businesses. Carat can help leading brands unify their commerce, optimise transactions, and imagine and realise new ways to engage with customers in any region.

What is your recipe for success in Merchant Payments?

What are your priorities for 2023?

Our priorities for 2023 are to stay the course in aligning with our global merchants' goals of continuing to evolve their omnichannel offering to their customers. The melding of the growing eCommerce space and the High Street is an important one to address as customers demand a familiar and seamless experience, regardless of channel.

Could you outline the key initiatives of your company aimed at promoting sustainability & making a difference with ESG?

Our daily business decisions are grounded in ESG principles whether through conducting business in an ethical manner, leveraging cloud-based platforms, increasing outreach to local businesses, focusing on diverse suppliers or enhancing our role in the electrification of transactions. We strive to position ourselves as a global champion of ESG by aligning our business goals and objectives with our ESG programming.

What are the key benefits of being a sponsor at MPE 2023?

The MPE is a valuable event in the payments industry. The opportunity to liaise with colleagues, meet some of the biggest merchants in Europe, and learn from key influencers are only but a few benefits of participating at MPE. Carat from Fiserv is looking forward to networking and growing our relationships this year.

Do you think that the ongoing crisis could have a tangible impact on the Merchant Payments Ecosystem?

Everyone is feeling the bite of a tight economy. Retailers are not only experiencing it as consumers themselves, but they are also faced with the uncertainty of how this will affect their livelihood.

In the following article, Brian Travers, Product Director for Enterprise & Digital Commerce at Carat from Fiserv EMEA offers some insights as to what he is seeing merchants do to combat the downturn.

[read the article](#) >

What steps are you taking / will you take to sustain growth during recession? (and come out a winner)

At Carat from Fiserv, we are constantly investing in growth. We know that in order to help our clients, we need to keep innovating and maintaining our technical capabilities. While the economy is affecting many, where we can all strive to excel is in our commitment for excellent service. Staying in tune to client needs and being present is an easy way to “come out a winner” without a huge financial lift.

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Albert Comas

CEO @ Yazara

Interview

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Could you briefly introduce your company's background? What are your key areas of interest? In which regions do you operate?

Yazara is a company headquartered in New York and operating worldwide, with a regional expert team covering every geographical region. The company has a Turkish background, as we spun off our technology from Paycore, a leader in the payment industry not only in Turkey, but worldwide. Yazara's mission is to develop and deliver with excellence the best and safest payment software that eliminates the need for physical POS machines and hardware and makes every mobile device a secure, convenient, and frictionless way to receive and initiate payments.

What is your recipe for success in Merchant Payments?

What are your priorities for 2023?

We believe our biggest asset is our strong technology and product offer, which is created and supported by an expert development team and provides high security standards for merchants' and their customers. Our strong and diverse global market experience with more than 35 projects deployed worldwide is an additional asset. Our top priority in 2023 is to listen to our merchants, incorporating their feedback and developing additional functionalities to fit their needs and supporting the education of newly onboarded merchants, especially on topics such as safety, functionality, and use.

Could you outline the key initiatives of your company aimed at promoting sustainability & making a difference with ESG?

As Yazara, we encourage all merchants using our solution to decrease their use of additional hardware and printed receipts. Our merchants are using their own mobile devices to receive payments from their customers and can send them online receipts, thus creating a

more sustainable payment process. At the same time, promoting an acceptance solution that benefits small and micro merchants, eliminating cash and the costs and risks attached, is an important step towards reduction of tax fraud and money laundering and encourages social inclusion.

What are the key benefits of being a sponsor at MPE 2023?

Being a sponsor at MPE has various benefits for our company:

- Creates new business opportunities while networking
- Increases brand visibility and recognition
- Allows us to catch up with existing clients and partners face to face
- Provides great insights into the payment industry and the state of SoftPOS
- Allow us to share our learnings and best experiences with clients and prospects

Do you think that the ongoing crisis could have a tangible impact on the Merchant Payments Ecosystem?

While it's true that slow economic times challenge investments and put pressure on operating expense,

it's also true that the payment industry remains pretty stable, as people continue buying their groceries, visiting restaurants and ordering goods and services. For example, during the slow economy resulting from COVID, demand for alternative payment methods such as SoftPOS increased. Similarly, we believe that value propositions such as Yazara's, offering a software as a service, with minimum upfront investment, and amazing savings in the form of eliminating dedicated and expensive hardware machines (POS) and reducing merchant acquisition cost to the minimum, should survive and even pick up during recession times. We're certainly seeing an acceleration rather than a slowdown.

What steps are you taking / will you take to sustain growth during recession? (and come out a winner)

Market sensitivity and product specialization are critical. Understanding the characteristics, needs and economics of each market and adapting quickly to them. Adaptation comes not only on the economics, but also on the product features and evolution of our

Interviews

product to capture unique verticals or business opportunities. Also, our response time, our capacity and flexibility to quickly implement and take products to market will be critical: if we can implement a project in a few weeks, we're allowing our clients to quickly capture the market, generate revenues and position themselves as a leader. We aim to be not only a technology expert, but a product expert, walking together with our clients on the education and growing process of their markets. The need for merchants to have safer, simpler, and cheaper acceptance solutions is unquestionable and we can be the right partner to capture that opportunity.

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Robbert Ledebor

General Manager @ Maxcode

Interview

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Could you briefly introduce your company's background? What are your key areas of interest? In which regions do you operate?

Maxcode is a software development company with offices in Romania and The Netherlands, that has helped fintech companies build and deliver their products for over 17 years. We have been at the forefront of the financial revolution together with our partners from The Netherlands, Germany, the UK, and many other countries our clients operate in.

What is your recipe for success in Merchant Payments?

What are your priorities for 2023?

Since we are a technical company, our recipe for success (that we advise

Interviews

our clients towards), is offering users a smooth and fast payment experience, which is possible by adopting new technologies, migrating their legacy infrastructure to a new, scalable system, and making sure that the application is spotless and bug-free with a quality process that ensures no glitches in the system. Because happy users are returning users.


Could you outline the key initiatives of your company aimed at promoting sustainability & making a difference with ESG?

ESG is something that is not just a trend, but that influences consumer choices. Working on projects not just on fintech, but also on supply chain, we are constantly both invested and researching ways in which software development trends and innovation can aid sustainability within a company, while our quality audit process does not just cover the application, but also the performance key metrics of a project.

What are the key benefits of being a sponsor at MPE 2023?

Aside from the obvious benefit, of exposure and visibility, being a spon-

sor at an industry-focused event such as MPE helps with market research in a way other activities would not. Being able to directly interact with people that can use our services and learn about their challenges firsthand is a privilege, and it helps us discover what trends our team should focus on in the future.



"ESG is something that is not just a trend, but that influences consumer choices."

Do you think that the ongoing crisis could have a tangible impact on the Merchant Payments Ecosystem?

One thing is for sure: the world is a different space than it was in July 2022. However, it is only through sharing ideas and learning from past mistakes that we can get through this ongoing crisis. The conversations will be different, yet still helpful and partnerships will still play an important role in the industry.

What steps are you taking / will you take to sustain growth during recession? (and come out a winner)

Visibility in the market should never stop, it is only through constant support of advertising efforts that the company can come out a winner. Secondly, a strong connection with your clients and partners is key: identifying their challenges ahead of time, to make sure you can adapt to both their needs as well as yours.

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Housseem Assadi

CEO & Cofounder @ dejamobile

Interview

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Could you briefly introduce your company's background? What are your key areas of interest? In which regions do you operate?

Dejamobile is a PayTech which develops white-label digital payment solutions leveraging the use of mobile devices for day-to-day transactions; payment issuing and acceptance, gift cards, lunch cards, transport card top- up... As of today there are 26M+ users of applications powered by dejamobile all over the world. The company operates in Europe, North Africa and Latin America.

What is your recipe for success in Merchant Payments?

What are your priorities for 2023?

In May 2020, dejamobile launched

ReadyToTap™ Payment for Merchants, its white-label Software POS (SoftPOS) solution dedicated to acquirers and merchant service providers and designed for the use by their customers, the Merchants. Our solution is now trusted by 15 customers in Europe and Latin America and will further develop in 2023 thanks to the adoption of PCI MPoC (which stands for Mobile Payments on Contactless Off-the-shelf devices) standard, enabling the deployment of SoftPOS technology without any restriction. When further deployed and adopted by both merchants and consumers, we believe that this technology will deeply change the way we pay in stores.

Could you outline the key initiatives of your company aimed at promoting sustainability & making a difference with ESG?

The digital payment solutions we offer contribute to financial inclusion. In particular, SoftPos technology will improve access for all merchants to digital payment acceptance. More generally, dejamobile has implemented a global CSR (Corporate Social Responsibility) approach and

is certified by Ecovadis since 2019.

What are the key benefits of being a sponsor at MPE 2023?

MPE is a flagship event for the whole payment acceptance ecosystem with a unique opportunity to gather various types of companies:

Merchants, Processors, Acquirers, Solution Providers... This year, it is particularly important for dejamobile to sponsor and be present at MPE to share feedback on the development of our Software POS solution.

Do you think that the ongoing crisis could have a tangible impact on the Merchant Payments Ecosystem?

Recent years have seen many technology-driven innovations in our Ecosystem. In 2023, in a context of economic recession, the retail sector will be in the process of rationalizing costs and investments. Only those innovations that bring efficiency and effectiveness to the point of sale will be mainstreamed.

What steps are you taking / will you take to sustain growth during recession? (and come out a winner)

We will first take into account the lessons learned from the numerous

Interviews

pilots conducted with our clients using our SoftPos solution. Based on these lessons, we will accompany our clients in the generalisation of the services developed using our technology with two objectives in mind: 1 - to create a new in-store experience perfectly aligned with the expectations of consumers and merchants; 2 - to maximise the ROI for our clients.

...



Nicolas Adolph

Chairman @ European Association of Payment Service Providers for Merchants - EPSM

Interview with EPSM

A non-profit trade association for merchant PSPs across SEPA

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Could you briefly introduce the profile of your association?

What are your key priorities, areas of interest, and main activities?

In which regions do you operate?

The non-profit EPSM is a trade association and network mainly for acquirers and other payment acceptance providers that are interested in the SEPA area. We have been founded in 2005 and have currently 65+ members from 16 European countries and the United States. Our newest member is Discover Global Network.

[read the press release](#) >

What are your priorities for 2023?

Three in-person meetings with external speakers, plus 4-6 virtual meetings with external speakers, covering mainly business trends and changes in regulation, regular internal updates plus deep dives e.g. on PSD2 Review, EU AML topics, SCA trends, but also business innovations. To keep our focus, we are not actively involved in interchange and pricing topics and also not in TPP- and AIS services.

Outline the top trends defining commerce and merchant payments ecosystem in 2023

Market consolidation, increasing cost pressures, further growth of contactless payments, continued competition between "national schemes" (like CB, girocard, ideal, Swish, Blick) and global card schemes such as Mastercard Debit, Visa Debit, Diners, Amex), increased importance of issuer tokenization and associated topics like Click2Pay, Apple Pay, Google Pay and dignificant market consolidation in the general Fintech sector.

Do you think that the ongoing crisis could have a tangible impact on the Merchant Payments Ecosystem?

More focus on efficiency and excellent, cost-effective technical realisations, leading towards more transactions. Bigger significance of new, advanced types of fraud, especially by social engineering. Plus increased pressure by merchants on the EU to get a new interchange and other fee regulation in the EU - and the UK.

What are the key benefits of partnering with the MPE conference, and why attend it?

MPE has become an annual highlight for the European acceptance market. MPE has been a reliable and growing partner of EPSM for many years. While MPE is a once a year event, EPSM focuses its network activities on continuous small meetings, information exchange and selected regulatory statements during the course of a year. Both entities focus on the European payment acceptance market for merchants and complement each other.

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Cross-Border Payments and Ecommerce Report 2022-2023

by **The Paypers**

The cross-border ecommerce market is growing steadily, and it does not show any signs of slowing down - whether we talk about the B2C or B2B component. New technologies are being rolled out to streamline payments processes, trends and developments with the potential to shape this market become more important and easier to spot, and most certainly customer behaviours change as more and more services are being adapted to better suit shoppers' needs. All these elements help create a seamless environment for merchants and consumers, making it easier to purchase and sell goods and services across borders.

Throughout the new edition of the Cross-Border Payments and Ecommerce Report 2022-2023, the key objective is to provide helpful insights into major trends that drive



Cross-Border Payments and Ecommerce Report 2022-2023

THE **PAYPERS**

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growth in the cross-border payments and ecommerce space, while also tackling other relevant subjects for ecommerce businesses, in order to assist them in their bid to expand globally and boost revenue. With this in mind, together with merchants, top players, consultancies, and industry associations, The Paypers put together a comprehensive compendium of data that gives merchants and technology providers alike a crucial advantage to thrive in the cross-border payments and ecommerce market.

The Paypers' Fraud Prevention in Ecommerce Report 2022-2023

by **The Paypers**

As ecommerce continues to gain momentum in a post-pandemic world, millions of online merchants are fighting a rising phenomenon - ecommerce fraud. Ecommerce fraud happens when scammers intercept a commercial transaction at an online store, aiming to gain a personal or financial benefit.

The Paypers' 2022-2023 edition of the Fraud Prevention in Ecommerce Report aims to explore how the fraud ecosystem evolved, so that merchants and businesses can be one step ahead of the game and deploy effective security methods to win the battle against fraudsters.

In addition, the report delves into the latest fraud prevention strategies involving AI, machine learning, behavioural analytics, biometrics, and reliable authentication tools that



Fraud Prevention in Ecommerce Report 2022-2023

THE **PAYPERS**

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help organisations provide a safe environment in online payments both for them and their end-clients.

On behalf of the MPE community, we invite you to download your copy of The Paypers'...

Cross-Border Payments and Ecommerce Report 2022-2023 >

Fraud Prevention in Ecommerce Report 2022-2023 >

DEMTECH

INNOVATION. FUNDING. SALES.

Trust us to navigate the complexities of international growth and drive success for your Fintech business.

MARKET ENTRY
TIMING MATTERS.

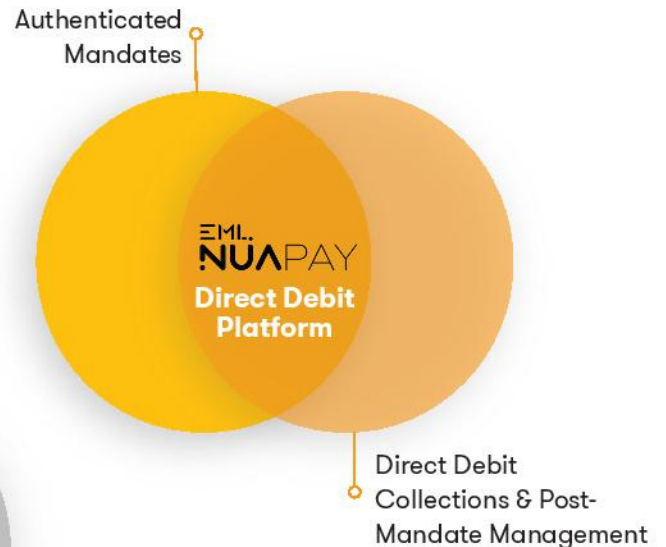
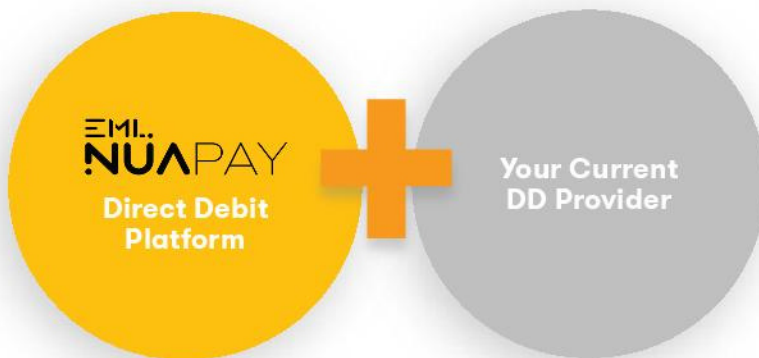
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HQ. P. Castellana 137, 13C - 28046 Madrid, Spain
hello@demtech.biz



Nuapay Direct Debit

Nuapay has been a leader of providing direct debit solutions for **15** years. We continue to innovate to provide new products within our **Direct Debit Platform.**



Authenticated Mandates

Solves pain-points by leveraging open banking and authenticating the customer via their bank using SCA*.

Benefits of Authenticated Mandates

- Reduce checkout abandonment and increase sale conversions
- Cost effective, reduce admin fees and manual labour - 43% of finance teams spend over 4 hours each month fixing problems with Direct Debits.
- Eliminate Direct Debit fraud - 28% of organisations cite fraudulent transactions as the most time consuming to correct
- Customer is verified by their bank, using strong customer authentication
- Fast, frictionless and error-proof sign up process for your customers

Five (bold) predictions for fintech hiring in 2023



Morten Laufer

Head of DACH region @ PCN

Predictions

•••

Remote work will become the norm.

The pandemic highlighted the effectiveness of remote work. 2022 has shown that this trend is sustainable. It has become the most critical factor in hiring top-notch talent (eclipsing salary).

Our data shows that companies hiring remotely halve their time-to-hire and see, on average, 3.5x as many relevant candidates (!).

Offering remote work is about something other than if you believe in it or not. When it comes to hiring, it becomes about if you can afford not to have it.

A greater focus on diversity and inclusion.

This trend will be observed in tech as a whole. The advantages of diverse teams are countless and well-communicated over the past years. And yet the progress is minor. Many believe it has to start at the top. Dealroom.co's data shows that female founders make up only around 1,5% of all VC capital-raised teams in Europe. That is abysmal. What happens when you include mixed teams as well? Barely scraping 10%!

Diversity is on everyone's mind but people need to learn how to tackle it effectively. As a recruiter, I see clients of ours only accepting female CVs. There are recruitment agencies that market themselves specifically around their female network. And yet our data had only 28% of all placements in 2022 being female. Almost the same number as the years before.

Predictions

Does anyone have a solution?

Contractors > permanent hires.

As (fintech) companies focus more on profitability, they will have a closer look at their costs. Permanent hires are harder to lay off and less flexible to assign to different problems if needed. The short-term increase in costs will be outweighed by the increase in flexibility.

Also, did you know that the average time to hire a freelancer is four days vs 60 days for permanent contracts?

A stronger focus on compliance.

Everyone needed to launch, grow and accumulate user numbers in the past few years. But especially in Germany, compliance will catch up with you. BaFin is out there, trying to make everyone forget about their role in Wirecard's unfolding. Players like N26 are facing more and more AML and KYC-related account issues. A maturing industry will face mature challenges. And those usually need a compliance team.

More layoffs.

I don't want to end this on a negative note so take this first: Fintech will keep hiring, and at the end of 2023,

more people will work in fintech than now. But it will be accompanied by more layoffs.

All the poster children of fintech got their valuations slashed in 2022. Some might now see their actual value reflected in it (Klarna?). And many will need to keep slashing (looking at you checkout.com).

Profitability is the new growth. And if you want to protect your bottom line, you often look at the lines directly above it.

...

Video predictions ft. merchant payments experts

As 2022 was coming to an end, we've managed to pull aside payments experts and influencers well known in the #mpecosystem community.

Watch the short prediction videos and learn what they think is ahead of us this year, things both exciting, and challenging.

To watch the video directly on our Youtube channel, simply click on the thumbnail or the play button



Top opportunities for growth in merchant payments in 2023

featuring...

Daniel Kornitzer

Yaacov Martin / Jifiti

Mark Beresford / Edgar, Dunn & Company

Follow Merchant Payments Ecosystem on LinkedIn for more interviews and predictions!



Biggest merchant payments trends in 2023

featuring...

André Moeller / Elli

Andréa Toucinho / Partelya Consulting

David Parker / Polymath Consulting



New technologies shaking merchant payments ecosystem in 2023

featuring...

Chandra Patni / HCE Service

Pavel Kaminsky / 7Security

Gary Munro / Consult Hyperion

2023, the year of change: key trends and challenges

There are many rumours about what the rest of 2023 will look like and how it's going to affect our lives, careers and companies.

Naturally, we can't predict the future (would be nice, right?). We can, however, ask payments experts what they think about the upcoming trends and challenges and put together a fairly clear picture of what we're up against.

In this year's predictions series, we've asked 12 industry influencers for their perspectives on 2023

Here's everyone who contributed:



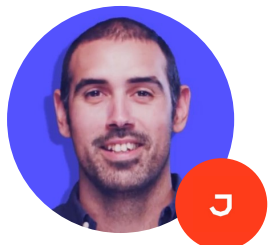
Nina Hülksen
Managing Director
@ Payments in Europe



Alex Reddish
Managing Director
@ Tribe Payments



Yaacov Martin
CEO & Cofounder
@ Jifiti



Samir El-Sabini
CEO & Cofounder
@ Juni



John Lunn
CEO & Founder
@ Gr4vy



James Booth
VP Head of
Partnerships, EMEA
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Robert Ledebor

General Manager
@ Maxcode

Pavel Kaminsky

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René Siegl

CEO & Founder
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Albert Comas

CEO @ Yazara



Peter O'Halloran

Vice President, Head of
Enterprise & Digital
Commerce, EMEA
@ Fiserv



Chandra Patni

CEO @ HCE Service



Predictions

What do you see being the top merchant payments trends in 2023?



Chandra Patni

Network Tokenisation.



Alex Reddish

The value of interchange fees.

Can a fintech business rely on interchange fees for a sizable chunk of its business? There has been some worry in the market that the acquirers, issuers and card schemes that rely on these charges cannot do so forever, and there is a need to diversify to be viable. After all, regulators reviewing the caps on these charges are likely to move them in one direction—lower—and new types of payments may mean interchange fees are paid less and less often.

However, these fees are, to an extent, inflation proof. As prices increase, so do the fees, remaining at a steady percentage of each purchase. The inflation we've seen in 2022 and are likely to see in 2023 means that people are trying to make their money go further, but are not necessarily spending less. So while

some fintechs may see their business take a hit from changing circumstances, interchange fees are likely to remain relatively steady - at least in the short term.

Yaacov Martin



White-labeled Buy Now Pay Later from banks and regulated lenders for B2C and B2B merchant payments.

John Lunn



Consumer Shopping Habits Will Shift With Inflation in 2023.

Inflation hits you everywhere, which will be true for the year ahead. Retailers will feel a “squeeze” because continued high fuel costs and reduced oil capacity will make it more expensive to deliver goods. These high fuel costs will push retail sales down, making it crucial for retailers to incentivize consumers to shop and deliver savings back to the customer where they can. Consumers will also look for better, lower prices on goods, pushing them to online shopping and shopping around in 2023. We'll see more of an open market. Consumers will not only be going to one online store or

Predictions

marketplace to shop anymore; instead, they will start thinking, “Can I get this cheaper somewhere else?” To capitalize on this, retailers that sell goods will need to optimize their checkout experience to be able to best support consumers.

Bank To Bank Payments And Brand Loyalty Will Accelerate in 2023.

Bank to Bank payments are a cheaper payment method for the merchant, but no current incentive exists for the consumer to use it. Merchants pay a much lower percentage rate with customers who use this and other alternative payment methods as opposed to credit cards. With Open Banking already big in the UK and growing in the US, in 2023 merchants should ask how they can use this discount to benefit consumers, drive preference and deliver cost savings back to the consumer in order to incentivize them to use these cheaper methods.

Consumers Will Choose Alternative Payment Methods over Traditional Cards.

Most people are already starting to move away from traditional credit card payments. Announced interest rate hikes in November 2022 by the Federal Reserve and growing inflation and consumer debt will make alternative payment methods even more attractive to consumers in the year ahead. While there are many factors, if done right, we'll see real-time and instant payments continue to gain prominence, and Buy Now Pay Later will not be going anywhere either.

James Booth



While the foundation for digital payments was laid over the past few years, next year, we will see many more new applications come to maturity, from embedded payments to the metaverse.

Embedded payments will emerge, priming a significant wave of innovation and new revenue opportunities for merchants. There will be more opportunity to improve customer interaction and offer a seamless experience as customers gain access to financial services through merchants' platforms.

Predictions

Juniper Research has predicted that embedded payments revenue will reach USD \$138 billion by 2026, so there's no doubt we'll continue to see significant growth in the embedded payments market given the huge potential to improve the customer experience.

Another one to keep an eye out for is the development of Web3 products and services.. Web3 will become the next mainstream channel for commerce. Just as retailers focus on a blend of e-commerce, physical retail, and social commerce, Web3 could very much be the missing piece of the puzzle when it comes to optimising a truly multichannel commerce experience in the future.

Merchants that take advantage of these revolutionary changes to customer experience and convenience will be able to tap into new revenue streams and benefit from the values embedded payments and Web3 technologies can deliver.

Robbert Ledebor



From the perspective of a software development company, from our research and the interactions we've had so far, we're going to assess that the trends everyone should be on the lookout in 2023 are:

- The rise of blockchain, asset tokenization and security
- Merchants getting ready for crypto
- Using AI & ML to outsmart merchant fraud
- Becoming a BNPL merchant
- Automation and collaboration for simplified customer onboarding
- Embedded finance as an opportunity to reinvent retail
- How Phygital experiences are transforming the retail market

Pavel Kaminsky



I think we are yet to see the full potential of BNPL, Open banking, AI (AI Assistants, Intelligent Chatbots etc), Embedded Finance, RegTech, Contactless wearables, and... oh, yes, SoftPOS.

René Siegl



- The continued rise of alternative payment methods
- Adherence to evolving regulation

Predictions

- Security
- Digital acceleration
- The challenges of data sharing
- Higher flexibility
- Market consolidation



Albert Comas

SoftPOS, MPoC, QR Payments, BNPL, Pay-by-link, Digital Onboarding, Merchant's Super apps



Peter O'Halloran

Through our client communications and our own insights, we have identified the following key trends:

- The changing role of the store must be considered as physical retail shifts to on-line hybrids
- Blurry channels as customers want to seamlessly buy any way they choose
- Potential unattended interactions are growing as staffing becomes more difficult
- Unleashing colleagues to deliver better experiences through hand-held devices
- Customers demand their “mission-driven” shopping to be catered to and delivered accordingly
- Enhanced commerce methods and models to deliver global experience

- Demand for an on-line, hyper-local purchasing experience regardless of country or currency

Your best tip for sustaining growth in 2023



Nina Hülsken

Despite the current crises, the European payments market and ecosystem will continue to innovate and grow at a rapid pace. As we face a potential recession, we suspect companies will also focus on building more diversified partnerships and reinforce collaboration to be best prepared for the year 2023 and continue to develop new products that are designed for the customer's and market demand.



Yaacov Martin

By providing merchants and their customers with easy access to responsible and affordable BNPL options from regulated financial institutions and lenders.



Samir El-Sabini

As we enter 2023 amid a challenging economic climate, where businesses choose to spend their money will be brought into even sharper focus.

Predictions

It will be important to become more selective than ever on brand and channel investments. Any activities that drive an ROI of less than 1.2 (or less than 120% return on the initial investment) or are slow in acquiring customers are likely to be abandoned.

Sustainable growth in 2023 will rely on flexibility and agility, and thorough financial planning. That means consistently reviewing spend, subsequent ROI and managing your cost base. With increased pressure on revenue and growth, your cost base is the key thing you can control and optimise.



John Lunn

Leverage Cloud-Native Infrastructure for Payments Orchestration.

The merchant payments ecosystem is complex and requires merchants to continuously provide alternative payment methods to meet consumers' payment preferences and demands. One tip for merchants looking to sustain growth and scale into new markets in 2023 is to leverage cloud-native infrastructure for payments orchestration.

The right cloud-native payment orchestration platform (POP) can provide the optimal mix of connectors to leading payment methods while keeping a merchant's maintenance burden low. Moreover, the right platform will make it easy to add, test, and deploy new payment services in a few clicks, without code, for truly flexible architecture. With the right POP on board, merchants can open unlimited possibilities and craft the ultimate payment experience now and in the future.

James Booth



Merchants can continue to sustain their growth by demonstrating a better understanding of local consumer preferences and behaviours. When it comes to payments, consumers want to pay with the methods they are most comfortable with and the majority will abandon their purchase if their preferred payment method is not supported at checkout. Local payment methods serve as the bridge that connects shoppers with global merchants but getting this right is no small feat.

Continue reading on the next page >

Predictions



Pavel Kaminsky

Focusing on client retention right now is crucial, so we are dedicated to maintaining stable partnerships and going not one, but many extra miles for our clients. We are also increasing the services we currently offer based on clients' inquiries and feedback so that we can support them in all of their payment compliance needs.

Which types of technology will experience usage increase in 2023?



Nina Hülsken

There are highlights in 2023 but merchants will design new products to meet the consumer's needs in turbulent times. In that term despite several negative headlines in the media, Buy Now Pay Later offerings will probably increase because of the strong benefits for customers and merchants.



Yaacov Martin

White-labeled platform to facilitate and distribute bank and lender BNPL programs at any point of sale, seamlessly embedded in the merchant's customer journey.



John Lunn

Migration to the cloud will continue. A 2022 Foundry report showed that 69% of companies had advanced cloud migration over the past 12 months. And merchants still list it as the number one thing they need to do. The Cloud is changing everything everywhere when it comes to hosting. That means we no longer have these big central infrastructures and big mainframe servers running things. As a result, payments need to move to the Cloud as well; otherwise, merchants will be left behind.

...

Sabadell agrees to sell payments arm to Nexi for up to \$370 mln



Madrid, Spain



27/02/2023

Spanish bank Sabadell (SABE.MC) said on Monday it had agreed to sell its retailers' payments business to Nexi for up to about 350 million euros (\$370 million), and struck a 10-year partnership with the Italian payments firm.

Under the deal, Nexi will buy 80% of Paycomet, Sabadell's payments subsidiary, for 280 million euros, with the Spanish lender retaining a 20% stake for at least three years.

"After that period, Banco Sabadell will have an option to sell its 20% stake and, as such, the total transaction amount has been fixed at 350 million euros and may be increased depending on the achievement of objectives," Sabadell said, confirming a Reuters report from earlier this month.

Nexi prevailed over rival Worldline (WLN.PA), sources said then.

The business that handles shop-owners' payments is a source of stable income for banks, but the need for hefty investments has prompted an increasing number of banks to dispose of all or part of their payments operations.

The sale is expected to add 14 basis points to Sabadell's best quality capital ratio when it closes in the fourth quarter, the lender said.

With the deal, Nexi will come to handle transactions worth around 48 billion euros for more than 380,000 Spanish shopowners, adding around 30 million euros of core profit based on 2023 data, it said.

The sale is at an enterprise value for the unit of 11.5 times earnings before interest, tax, depreciation and amortisation.

Barclays advised Sabadell. Rothschild and Jefferies were financial advisers to Nexi which also worked with BCG, KPMG and Allen & Overy.

Worldline completes the acquisition of a 40% stake in Online Payment Platform B.V



Paris, France



12/01/2023

Enrichment of Worldline's value proposal in the dynamic marketplaces and platforms vertical



Worldline [Euronext: WLN], a global leader in payment services, announces the completion of the acquisition of a 40% stake in Online Payment Platform B.V., as announced on September 29, 2022.

Founded in 2011, Online Payment Platform (OPP) is a Dutch online Payment Service Provider with a dedicated payment solution for marketplaces and platforms and a specific focus in the C2C segment. With a team of over 60 employees they offer their services in the entire



European Union and the UK, passporting their Dutch PI licence which they obtained in 2014. OPP serves over a hundred marketplaces and platforms.

Transactions through marketplaces and platforms make up approximately one third of the European e-commerce volumes and are expected to increase to more than half in 2025. In this rapidly changing industry, Worldline, through OPP, is then perfectly positioned to comprehensively target the C2C marketplaces' need to outsource their payment requirements and to focus on significant growth opportunities in the B2B and B2C marketplaces segments.

The transaction enriches the growth profile of Worldline, and enables synergy for both parties involved through Worldline's sale infrastructure.

This transaction is perfectly in line with Worldline's strategic roadmap as it expands its exposure into e-commerce and brings a proven technological brick with a unique solution built from the ground up.

FIS announces plans to spin off merchant business

 Jacksonville, FL  13/02/2023

Key facts

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- **Planned separation to create two market leading companies with greater strategic flexibility and operational focus to capitalize on respective growth and margin opportunities in rapidly evolving markets.**
- **Former Worldpay CEO Charles Drucker named as strategic advisor to aid with separation and ongoing business review; to be CEO of Merchant Solutions business after spin-off.**
- **FIS and Worldpay to maintain a commercial relationship, preserving a key value proposition for clients of both businesses and minimizing potential dissynergies.**

FIS® (NYSE: FIS or “the Company”), a global leader in financial services technology, today announced plans to pursue a tax-free spin-off of its Merchant Solutions business to strengthen its strategic and operational focus, capitalize on growth opportunities and unlock shareholder value. The two companies expect to maintain a strong commercial relationship, preserving a key value proposition for clients of both businesses. FIS expects the spin-off to be completed within the next 12 months.

FIS’ Board and management determined as part of their previously announced and ongoing strategic review that a spin-off of Merchant Solutions, to be named Worldpay, offers the best path to enhance shareholder value, including by:

- Increasing strategic and operational focus to capitalize on growth and margin potential
- Aligning capital allocation and capital structures with long-term growth targets and underlying market needs, including potentially participating in M&A
- Enhancing the ability to align talent

with shareholder returns, including through competitive and focused equity compensation programs

Leadership Commentary

“In evaluating a broad range of alternatives as part of our previously announced comprehensive assessment of FIS’ strategy, businesses, operations, and structure, FIS management and the Board concluded that the spin-off of Worldpay will unlock shareholder value by improving both companies’ performance, enhancing client services, and simplifying operational management,” said Jeffrey A. Goldstein, Chairman of the Board. “We are confident that this is the right time for the separation of Worldpay. The pace of disruption in payments is rapidly accelerating, requiring increased investment in growth and a different capital allocation strategy for our Merchant Solutions business. This spin-off will create two industry-leading, publicly traded companies with sharper focus and increased agility, each well positioned to capitalize on the significant value creation opportunities ahead in their respective markets.”

CEO and President Stephanie Ferris said, “I’m confident that today’s announcement advances our goal of optimizing for performance and returns while improving the satisfaction of our clients and colleagues. We will create two more focused, agile companies that can pursue tailored strategies that are aligned with specific long-term growth opportunities. Both companies will be market leaders in their own right, and we believe that, as separate companies with a commercial relationship, we will deliver a superior outcome. Specifically, the separation will enable FIS to target a strong investment grade credit rating, while allowing Worldpay to invest more aggressively for growth. We believe this approach will best position us to drive innovation and deliver the most competitive products and solutions, benefitting our employees, clients, partners and shareholders.”

Worldpay

Upon completion of the proposed spin-off, the Merchant Solutions business will operate as Worldpay, reestablishing and strengthening a

brand that remains highly trusted among clients and partners.

Worldpay, the largest global merchant acquirer by transactions with \$2 trillion in payments volume in 2022, will remain a leading provider of integrated payment technology solutions for ecommerce, enterprise, and small and medium sized businesses (SMB). Worldpay is a leader in cross-border eCommerce, with \$4.8 billion of revenue and \$2.3 billion of Adjusted EBITDA in 2022. The business' revenue was comprised of 43% enterprise, 27% SMB, and 30% eCommerce in 2022.

As an independent, publicly traded company, Worldpay is well positioned to benefit from exposure to secular high-growth markets globally, extensive domain expertise and portfolio breadth, strong long-term and marquee client relationships, and global distribution and scale. In addition, with a different capital allocation strategy, Worldpay will be able to pursue more aggressive investment opportunities, including M&A, in order to:

- **Expand in eCommerce** - expanding geographic coverage and payment optimization
- **Strengthen its Enterprise Offerings** - leveraging its powerful value proposition to drive next-generation omni-channel experiences and enterprise commerce
- **Transform SMB** - shifting towards software-led payments while providing integrated software vendors (ISVs) with embedded finance capabilities

FIS announced Charles Drucker has been appointed as a strategic advisor to aid with the spin-off process, effective immediately. The Company also announced today that, if the spin-off is completed as expected, he will serve as CEO of Worldpay. Drucker, a proven value creating CEO who previously served as CEO of Worldpay, brings decades of experience within the financial technology industry and a strong track record of shareholder value-creation.

The remainder of the Worldpay Board of Directors, management team, and headquarters will be announced at a later date. Worldpay

and FIS will continue to maintain a commercial relationship to deliver critical capabilities like embedded finance and loyalty through premium payback, with customary commercial agreements in place to ensure continuity for clients.

FIS

Following the proposed spin-off, FIS will remain a leading provider of financial technology solutions for financial institutions, capital markets firms, clients and corporates globally. FIS' Banking and Capital Markets businesses generated \$9.5 billion of revenue and \$4.2 billion of Adjusted EBITDA in 2022, excluding Corporate and Other. The Company will continue to benefit from its strong brand in the financial services sector, extensive domain expertise and portfolio breadth, strong long-term and marquee client relationships, and its global distribution and scale.

As a simpler, more focused organization, FIS will be better-positioned to deliver compounding returns by leveraging its best-in-class suite of banking and capital markets technology solutions to meet individualized client needs.

FIS will drive improved performance and outcomes through a multi-part strategy that includes:

- **Enhancing focus** on the distinct needs of global and local financial institutions, with a management team and investment agenda tailored to evolving client needs
- **Driving disruption** through a modernized technology stack, building out its digital and modernization platforms such as Digital One, Payment One, Unity and Modern Banking platform
- **Optimizing investment and capital return** through a transparent capital allocation strategy with a balance of organic investment, complementary M&A, dividends and share repurchases

Following the separation, Stephanie Ferris will continue to serve as chief executive officer of FIS with FIS headquarters remaining in Jacksonville, FL.

[read the full article](#) >



Cashfree Payments buys one-click checkout company Zecpe



28/02/2023

India-based fintech Cashfree Payments has strengthened its D2C payment offering by acquiring Zecpe, a one-click checkout company.

...

Zecpe enables ecommerce businesses to improve checkout conversion by making the process quick and seamless for customers. Zecpe will now operate as a wholly-owned subsidiary of Cashfree Payments.

Augmenting Cashfree's payment suite

With this acquisition, Cashfree Payments will further enhance its Direct-to-Consumer (D2C) checkout capabilities and give its merchants an elevated end-to-end checkout

and payment experience. Zecpe helps merchants increase conversion rates and supports incremental monetisation and scaling. This will provide a seamless flow to the fintech's existing merchant base.

The acquired company will also enable Cashfree Payments to offer additional value-added services like Return to Origin (RTO) reduction, fraud detection, and address pre-filling, among others. The solution provided by Zecpe is in line with Cashfree Payments' product strategy which focuses on the benefits to end customers of their merchants.

The fintech's officials said they see synergies between their existing products and the solutions offered by Zecpe, making it an excellent addition to their D2C Payments Suite enabled for ecommerce businesses. This acquisition will strengthen their D2C one-click checkout capabilities and further elevate their position in the SMB space.

[read the full article](#) >

Netcetera and Kamino join forces



22/02/2023

Expanding mobile app and digital identity expertise



Leading Swiss software company Netcetera acquires Kamino, a company from Slovenia specializing in mobile app and digital identity development. The newly acquired expert know-how and technological expertise strengthen Netcetera's core competency for business-critical digital solutions. The two companies have cooperated successfully in the past years and have decided on this merger as a strategic next step for the partnership.

Netcetera acquired 100% of the Slovenian software company Kamino at the beginning of 2023. Kamino brings experience and know-how in mobile app, banking and payment, and digital identity product development. They have a strong user experience (UX) team, which

integrates perfectly with Netcetera's portfolio of solutions focusing on the optimal balance of security and convenience for a seamless experience. The two software companies are an excellent strategic fit, so the acquisition was a logical next step to strengthen the cooperation further.

With Kamino, Netcetera gains valuable additional talent.

“With this strategic expansion, we are investing in our core strengths with additional business expertise and engineering power and a new location in Ljubljana. I'm happy to welcome the 50 new experts to the Netcetera family. With this reinforcement, we can further accelerate digital transformation in all industries.”

Carsten Wengel

CEO @ Netcetera

Continue reading on the next page

Strategic fit to advance payment and digital identity

Kamino's employees have great mobile app design, development, and maintenance skills. This is paired with an experienced UX team and their proven expertise in digital identity, self-sovereign identities (SSI), and eID. Kamino has built and maintains the Slovenian national eID app that adheres to the eIDAS regulations. eIDAS oversees electronic identification and trust services for electronic transactions in the European Union. Kamino's know-how and experience are a great addition to the Netcetera team and an asset for the continuous development of Netcetera's own identity solutions. Together the two companies can drive the evolution, acceptance, and trust in digital IDs to improve and secure people's lives in a digital world.

Additionally, Kamino complements Netcetera's strong end-to-end offer in the payment and banking industry. Kamino has a proven track record in the financial industry with a digital wallet developed for an investment company. Besides technological aspects, a

people-focused approach toward employees and customers is a value both companies share.

"Our expertise, approach and background are a great fit, and we have a similar people-first mindset with employees, customers, and users in focus. We look forward to driving innovation in payment and digital identity with user-friendly digital solutions and are excited to begin this journey as part of Netcetera."

Andrej Slapnik

CEO & Cofounder @ Kamino

•••

Trustly partners with Bokadirekt, enabling instant payouts for over 20,000 salons in Sweden



Stockholm,
Sweden



21/02/2023

Trustly, the leading global payment method, is proud to announce its partnership with Sweden's largest booking platform for treatments and services, Bokadirekt. With Trustly's instant payouts, Bokadirekt can offer its merchants revenue collection from customers faster than ever before.

By leveraging Trustly's unique payment infrastructure, Bokadirekt is now able to offer all merchants access to their funds much faster, by processing instant payouts instead of being limited by bank day cut-off times. With Trustly, thousands of connected enterprises such as beauty salons can now receive funds

By leveraging Trustly's unique payment infrastructure, Bokadirekt is now able to offer all merchants access to their funds much faster, by processing instant payouts instead of being limited by bank day cut-off times. With Trustly, thousands of connected enterprises such as beauty salons can now receive funds from consumers faster and directly into their bank accounts, instead of having to wait 1-3 business days.

"We have used our payment infrastructure to enable a technical solution in which over 20,000 beauty and health service providers across Sweden are able to receive payments for their services instantly. We believe this shows the advantages of Trustly's fast and secure solutions while empowering the connected merchants of Bokadirekt."

Olof Wirfelt

Chief Commercial Officer @ Trustly

Continue reading on the next page >

Industry News

"Each month, 2 million bookings are processed on our platforms. Providing the best payment experience for our merchants and customers is a key part of our long-term strategy. With Trustly as our partner, we can offer faster payouts which improves the liquidity of our merchants and provides a level of comfort that we have not been able to offer before. Trustly's platform has also made the job for our team a lot easier, as it fully automates the payment submitting process."

Gustaf Tunhammar

Head of Business Development at Bokadirekt.



So, what's your secret recipe for success in merchant payments?

There are many recipes for success, and it's up to each one of us to put in the effort to find that perfect mix.

So whatever it is you're currently working on, amidst all the challenges you're facing, we wish you a successful payments year!

And hey, if you want to take your business further, join us in Berlin! The MPE conference starts on March 28th, we're hosting an epic Awards ceremony on the 29th and finish off on the 30th. We guarantee you'll find exactly what you're looking for!

That's a wrap for this one. We hope you enjoyed this issue and that you too learned something new.

Thank you for reading POSitivity, and we'll catch you again in summer! ;)



MPE 2023 - Your ultimate payments mixology event.

[register for MPE 2023](#) >

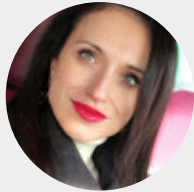
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