



Press Release

Amsterdam, 13 February 2018

Ingenico and Alfa Bank Enable Local Card Processing in Russia for International Merchants

Ingenico Group, the global leader in seamless payment, today announced that it has partnered with Alfa Bank, Russia's largest private commercial bank, to enable international merchants to process card payments locally rather than as a cross-border payment. The partnership sees Alfa Bank join Ingenico's global network of acquiring partners, and with all technical connections now completed, merchants will be able to start local processing locally from Q1 2018.

With a population of 143 million people generating an estimated 28,83 billion Euros in eCommerce sales in 2017, the Russian market represents a significant opportunity for international merchants. The eCommerce growth rate in Russia is outpacing the European average at 17%, and almost 2 in 3 online consumers in Russia shop cross-border, indicating an appetite for international brands*.

Ingenico Group processes online and mobile payments for many of the world's largest online businesses. While many of these companies already sell to Russian consumers, payments are often processed as cross-border transactions. Simply by switching to local processing, these merchants can increase success rates and reduce risk, while improving the consumer experience. And with Alfa Bank fully integrated as a local acquirer for Ingenico, no further technical implementation is required on the side of the merchant.

"Russia is a challenging market, combining tremendous potential for international merchants with significant barriers to entry. Our clients have been looking for ways to optimize their operations in Russia for years," said Mike Goodenough, Head of Strategic Partnerships for Global Online Businesses, Ingenico Group.. *"Alfa Bank is one of Russia's most innovative, technically advanced banks and a top 3 acquirer in the local market. By partnering with Alfa Bank, we can now offer our merchants a unique solution that is easy to implement and will immediately show results."*

"Russian consumers enjoy shopping online and increasingly purchase from international merchants, but the payment process can be challenging when the acquiring bank is outside of Russia," said Aleksey Golenitchev, Director of e-commerce monitoring at Alfa Bank. *"Ingenico works with many of the world's biggest online merchants, and together we can connect these merchants to Russian consumers, with our domestic acquiring capability enabling a seamless process that benefits all parties."*

*) Figures from [eCommerce Foundation: eCommerce Report Russia 2017](#)



About Alfa Bank

Founded in 1990, Alfa-Bank is a full-service bank operating in most sectors of the financial market, including retail and corporate lending, investment banking, leasing, factoring and trade finance.

By the end of July, 2017, Alfa-Banking Group became the largest private bank in Russia in terms of total assets, total equity, deposit and loan portfolios.

According to its IFRS Condensed Consolidated Interim Financial Statements for the first half of 2017 year, the Alfa Banking Group, which comprises ABH Financial, Joint Stock Company «ALFA-BANK» as well as its subsidiary financial companies, had total assets of USD 41.8 bn, gross loans of USD 26.0 bn, and total equity of USD 6.0 bn. Net profit for the first half of 2017 amounted to USD 436 mln.

As of June 30, 2017 Alfa-Bank serves around 381,600 corporate and 14.2 mln retail customers, while the branch network consists of 723 offices in Moscow, across Russia and abroad, including a subsidiary bank in the Netherlands and financial subsidiaries in the United Kingdom and Cyprus.

Alfa-Bank is an official European bank of the FIFA 2018™ World Cup and 2017 FIFA Confederations Cup. Since its foundation in 1990, the Bank is known for supporting large-scale cultural events. Many world-famous foreign musicians such as Ray Charles, Elton John, Tina Turner, Bryan Adams, Eric Clapton, Sting, Robbie Williams, Whitney Houston, Paul McCartney, Mark Knopfler and others have visited Russia with Alfa Bank's assistance. In 2011, the bank organized a 4D show designed by internationally acknowledged David Atkins on Moscow's Vorobyovy Hills visited by over 800 000 spectators. Alfa-Bank is also the organizer of the AlfaFuturePeople annual festival of contemporary music and technology.

About Ingenico Group

Ingenico Group (Euronext: FR0000125346 - ING) is the global leader in seamless payment, providing smart, trusted and secure solutions to empower commerce across all channels, in-store, online and mobile. With the world's largest payment acceptance network, we deliver secure payment solutions with a local, national and international scope. We are the trusted world-class partner for financial institutions and retailers, from small merchants to several of the world's best known global brands. Our solutions enable merchants to simplify payment and deliver their brand promise.

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