

From Pac-Man to Avengers, Ingenico dresses up European payments for Funidelia

Ingenico Group (Euronext: FR0000125346 – ING), the world leader in integrated payment solutions, has today announced its work with Europe's leading fancy dress costume and merchandise shop, Funidelia.

Funidelia was established in 2011 when co-founders Carlos Larraz (CEO) and Toño Escartin (chief business development officer) spotted a gap in the market for a Europe-based fancy dress supplier, having seen friends import costumes from the US and paying costly customs taxes and shipping costs.

Originating in Spain, Larraz and Escartin put plans into action to become a high-volume transaction company – required for success in the niche industry. The duo focused on expanding into other European markets online and using key holidays to bolster sales. On an average month, Funidelia sees 9,000 transactions; these figures soar during peak sales. On Halloween, for example, sales increased by 344%, while carnival season saw a 789% growth in transactions.

To operate successfully, the growing online marketplace required an international payments partner that could manage sporadic transaction influxes, while ensuring data security. With a choice of 14 local payment methods, the world's largest payment acceptance network, and 99.95% availability, Ingenico ensures that Funidelia is able to sell easily across borders and handle increased peak volumes with ease.

Since the contract began in 2014, Ingenico has become a key partner in Funidelia's international development, relieving the regulatory burden associated with the acceptance of payments in diverse regions. It provides the easy setup of new payment methods, reduces costs, and delivers a responsive mobile checkout to support the 70% of Funidelia's transactions which are now made on mobile.

Funidelia now operates in 32 European markets and is looking to expand further across the globe after exceeding 20 million euros in 2018.

Commenting on the partnership, Larraz said: "Thanks to Ingenico, we can look with confidence to the future and contemplate our strong growth. In the coming years, we plan to open our site to a dozen new markets in Europe and Asia. Knowing that we can rely on a flexible, international payment partner is a real asset."

Benoit Boudier, Managing Director, SMB Online Europe, added: "At Ingenico, we take pride in our ability to help businesses as Funidelia realise their ambition and growth targets. Carlos and Toño have a vision of making the world that little bit more fun. So, while they focus on getting the right product in front of the fancy dress fans, the party attendees and the carnival goers, we make sure they easily convert a browser into a paying customer, wherever they are in the world – and we're thrilled to be doing so."

Ingenico works closely with small and medium-sized business to offer support, flexibility and the international payment capabilities that enable business growth based on their individual goals and needs. For more on Ingenico's work with Funidelia, meet the co-founders here: <https://mybusiness.ingenico.com/testimonial/funidelia-payment-becomes-fun>. You can also check out more on Funidelia's story, from the biggest hurdles to the top sellers, [here](#).

Notes to editor: As per the headline, a range of The Avengers and Pac-Man costumes are available for purchase with Funidelia.

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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