

A DIFFERENT KIND OF BRAND LAUNCH: PAYONE LAUNCHES NEW BRAND IDENTITY CAMPAIGN DIGITALLY THROUGH INTERACTIVE INDUSTRY TALK ON THE INTERNET

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In 2018, BS PAYONE and Ingenico Payment Services united their forces and merged to create the new brand PAYONE. Today, PAYONE is officially launching its new image, presenting itself as a consolidated company in a completely new look and feel and thus underscoring its mission to be one of the leading payment providers in Germany as well as a major omni-channel merchant service provider in the bordering German-speaking areas.

The kick-off event to launch the new brand is called Studio ONE, the first-ever live-streamed interactive PAYONE industry talk, in which high-ranking representatives from PAYONE, as well as from the two PAYONE shareholders Ingenico Group and the DSV Group (Deutscher Sparkassenverlag), will discuss current issues and key trends of the payment market whilst taking questions from the online audience.

Digitalisation is proceeding at a considerable pace, particularly when it comes to purchasing and paying. Consequently, consumers have developed various new expectations and demands. That means payment providers have to make themselves strategically fit for the future and position themselves broadly: they need to unite the various payment worlds on site and in the Internet, while monitoring trends and continually responding to them in timely fashion with new developments.

Niklaus Santschi, CEO PAYONE, comments: "With its new brand name, PAYONE is responding to the challenges posed by transformation in the digital payment arena and has pooled its complementary expertise so that it can continue to play an active part in shaping the future of payment. For example, the company is actively preparing itself for the payment technologies of the future in the areas of social commerce, payment integration in IoT devices, screen commerce and omni-channel solutions. Backed by its significantly expanded portfolio, the new full-service provider on the market offers its merchant customers a carefree package and therefore gives merchants the freedom they need to focus on achieving their business objectives."

PAYONE's new identity and evolving self-image are underscored by a distinctive visual language, completely new design, modern logo, new website, and consistent social media presence. The new brand is rounded out by a new brand film.

As befits its digital DNA, PAYONE is presenting the new look and feel at a digital event entitled Studio ONE, the first-ever live-streaming format in the payment industry. Apart from presenting the new brand, this virtual platform offers exciting content and discussions relating to the subject of payment and thus also enables an international audience to participate in the event. Moreover, it gives PAYONE the opportunity to enter into dialogue with all customers, partners and interested persons from Germany, Austria and Switzerland in several panels, where questions can be directly posed to PAYONE managers.

In the One-on-One talks, leading experts – such as Steven Dring from Growing Underground or Oliver Blume from the Rulebreaker Society – tell their personal story and present their vision of the future of payment. The event is moderated by the well-known Sat.1 presenter, editor, film producer and author Bettina Cramer.

This kick-off event will also mark the launch of the new brand campaign, which features six different motifs tailored to the target industries of hotel & catering, retail, fashion & lifestyle, petrol, mobility as well as travel & entertainment and clearly emphasises the added value of the bespoke services and offerings for each specific industry.

About PAYONE

PAYONE is one of the leading payment providers in Europe and regards itself as a partner to retail. At the point of sale (POS), online or mobile – PAYONE supports merchants and service providers in responding to the increasingly complex challenges of payment processes and sales channels. As a full-service payment service provider, PAYONE also ensures quick, easy, secure and virtually invisible payment in the background. Whether credit and debit cards, alternative payment methods, card and automated terminals, e-commerce or mobile payment, PAYONE provides its customers with tailored solutions, while offering maximum security.

For example, forward-looking omni-channel concepts from PAYONE help retailers focus rigorously on their own customers' needs. In doing so, PAYONE's objective is always to enable smooth payment.

PAYONE handles more than 2.5 billion transactions a year for its approximately 400.000 customers in the DACH region. With its more than 1,200 employees at eight locations, the company also delivers many value-added services which extend far beyond the traditional payment business.

PAYONE is a company belonging to the Ingenico Group and the Deutscher Sparkassenverlag. The company works for prestigious global brands and small and medium-sized businesses throughout Europe. Its customers include Zalando, immonet.de, Sony music, Hagebaumarkt and Mister Spex.

You can find more information at: <https://www.payone.com>

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About Ingenico Group

Ingenico Group (Euronext: FR0000125346 – ING) is the global leader in seamless payments, 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. Stay in touch with us: www.ingenico.com & @ingenico