



LEMONWAY

Verifone®

Press release
November 9, 2021

Verifone is helping online retailers deploy their marketplaces thanks to its partner Lemonway

Payment solutions specialist Verifone joins forces with pan-European payment institution Lemonway to offer a secure, comprehensive payment solution for online marketplaces.

For more than forty years, Verifone has been meeting the needs of retailers of all types and sizes, from the local corner shop through to large international groups. Specialising in payment solutions, the company has over the years managed to successfully establish itself as the market leader in the omnichannel retailing world of both today and tomorrow, beginning with e-commerce.

Verifone has chosen Lemonway to help it respond to the strategic shift its clients are now faced with due to the strong growth of online marketplaces: sales achieved by third party vendors in online marketplaces have risen by 27%, an increase of 100% on the previous year, according to French e-commerce and distance selling federation FEVAD.

Verifone's clients will thus be able to deploy their online marketplaces using a modular and compliant secure payment solution designed to simplify their transactions.

« We are delighted to be able to provide Verifone with the perfect solution to meet the needs of its online marketplace clients. We intend to ensure that this partnership, which for the moment covers France and the Benelux countries, is rapidly extended to all the countries in which Verifone – which has a global reach – is present. »

Martin-Pierre GAULTIER,
Chief Commercial & Marketing Officer
Lemonway

« We were very impressed with Lemonway's strong technical and legal expertise in complex payments and the online marketplace sector. The teams, who are seasoned veterans in supporting and working with major clients, share the same strong values as Verifone. Together, we'll be able to respond to the online marketplace needs of the online retailers that choose to use our services. »

Guillaume BROUART,
Country Manager France & Benelux Verifone

About Verifone

A payment solutions specialist since 1981, Verifone offers retailers the advantages of a coherent brand experience. Through its simple, all-encompassing and innovative software apps, Verifone is able to help both local retailers and major groups offer their customers a personalised omnichannel shopping journey, whether they make their purchases via a digital device or in store, and taking account of their constantly evolving needs and requirements.

Verifone provides secure digital connections, cloud-based services, an overview of the world market, the best equipment in its category, and expertise in both local and international payments.

By making more than 10 billion secure transactions per year possible, Verifone has established itself as the world's most dependable and reliable payment expert. Omnipresent and omnichannel, Verifone is revolutionising the way retailing is done today and how it will be done tomorrow.

Find out more: <https://www.verifone.com/en/uk>

Contacts presse Verifone | Agence OPEN2EUROPE

Sarah Ousahla | 01 55 02 15 31 | s.ousahla@open2europe.com

Delphine Demenois | 01 55 02 15 13 | d.demenois@open2europe.com

About Lemonway

Lemonway is a pan-European payment institution that provides a solution for marketplaces looking for a way of processing payments and collections on behalf of third parties within a secure and regulated framework (i.e. KYC and anti-fraud measures). More than 1,400 online marketplaces in Europe have chosen the services of Lemonway. Since obtaining its licence to operate as a payment institution in December 2012, the company has opened eight million e-wallets for users of its partner platforms and raised €35m in funding from Breega, Speedinvest and Toscafund. Regulated by Banque de France's 'Autorité de contrôle prudentiel et de résolution' (ACPR) and authorised to operate in 28 countries, Lemonway is based in Paris, London, Madrid, Milan and Hamburg and employs a workforce of over 120 employees of 20 different nationalities. Lemonway is a member of both the French Tech 120 for 2021 and the CB Insights FinTech 250. Website: www.lemonway.com Twitter: @LemonWay

Contact presse Lemonway

Ambre Sonor | 06 41 13 40 66 | asonor@lemonway.com