

Nexi: + 10.3% digital payments during Black Friday

Particular strengthening of e-commerce: + 19.5%

Milan - November 29, 2019 - Digital payments during the week of Black Friday recorded a strong acceleration compared to last year: + 10.3% in the value of transactions.

Ecommerce marks an almost double strengthening: + 19.5%.

Compared to a typical week of 2019, the Black Friday week saw an increase in spending volumes of 23%, with peaks of + 50% on the ecommerce channel.

These are the data registered by Nexi, the Italian PayTech which, together with the partner banks, manages 41 million cards and serves about 890,000 merchants in our country. According to Nexi's analysis, Friday 29 is currently recording an overall increase of 9% (e-commerce + 11%).

"In the week of Black Friday the dynamics of purchases was driven by the anticipated promotions of many retailers, especially online: we recorded significant increases compared to 2018 already last weekend, especially on e-commerce in which we observed peaks of + 50% in certain time slots. On the physical channel the increase is accelerated homogeneously during all the days, with a particularly positive first part of Friday 29: in these hours we are managing on the platforms operated by Nexi a volume of up to 10 thousand transactions per minute - comments Roberto Catanzaro , Business Development Director of Nexi - It is interesting to note that on the physical channel there is a significant increase in the number of transactions, a sign of "shopping around" behavior on the part of the consumer, while on the ecommerce channel the amount of average expenditure also grows , to witness an ever increasing trust in online shopping "



Nexi is the leading PayTech company in Italy, listed on the MTA market of Borsa Italiana. Our business benefits from our long-lasting partnership with approximately 150 partner banks covering 80% of the banking sector in Italy in terms of number of branches. Our integrated end-to-end omni-channel technology connects banks, merchants and consumers enabling digital payments. We help simplify payments for our clients and digitalize the Italian economy. Nexi operates in three market areas: Merchant Services & Solutions, Cards & Digital Payments and Digital Banking Services:

Merchant Services & Solutions: Nexi, together with its partner banks, provides services to approximately 900,000 merchants and manages approximately 1.4 million POS terminals;

Cards & Digital Payments: Nexi, together with its partner banks, manages approximately 41 million credit and payment cards for c. 30 million cardholders; and

Digital Banking Solutions: Nexi managed 13,400 ATMs, approximately 420,000 e-banking workstations and over 900 million clearing transactions in 2018. In addition, Nexi is developing the open banking system in collaboration with the CBI consortium, to which the main Italian banks have already adhered.

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