



Nexi reaches agreement with Google for SmartPOS terminals

The Google My Business app will be installed on all Nexi devices: merchants will be able to manage their business on Google directly from their POS terminals

Milan, 24 June 2020 - Nexi, the Italian PayTech that is leading the digital payments sector, is pleased to announce its agreement with Google: the Google My Business app will be installed on all Nexi SmartPOS.

Thanks to this agreement, merchants who are customers of Nexi's partner banks will be able to manage their presence on the search engine directly from their SmartPOS terminals, allowing them to update information about their businesses, interact with users by reading reviews, monitor business statistics and receive real-time notifications to know when a customer comes into contact with their business and leaves a review.

*"Google My Business is becoming a tool available to our SmartPOS terminals, which merchants will be able to use to review their commercial activity and as an additional means of growing their business, simply and quickly," commented **Andrea Gaboardi, Head of Digital Merchant Services Products at Nexi.** "The agreement with Google allows us to offer merchants who are customers of our partner banks added value on our SmartPOS terminals and represents a further step towards the digitalization of points of sale."*

Thanks to the touch screen, merchants will be able to manage their presence on Google My Business from Nexi's SmartPos terminals easily and without the need to use another device: the advantages of speed, simplicity and convenience for merchants are obvious.

*"We are very satisfied with the agreement with Nexi," commented **Valerio Sudrio, head of Google's Strategic Partnerships for Google My Business in EMEA.** "Through their profiles on Google My Business, companies can update information about their businesses, highlighting their distinctive features, offer different methods of interaction to existing customers and be found by new customers more easily. Thanks to this collaboration, companies will now be able to create and manage their own digital showcases on Google My Business directly from Nexi's SmartPOS terminals, helping them grow their businesses."*

Nexi, listed on Borsa Italiana's MTA market, is the leading PayTech company in Italy, with consolidated partnerships with about 150 banking institutions. Through its technology it connects banks, merchants and citizens, enabling digital payments. Nexi's mission is to make every payment digital and facilitate the development of the digitalisation of Italy. Nexi operates in three market segments: Merchant Services & Solutions, Cards & Digital



Payments and Digital Banking Solutions.



Merchant Services & Solutions: Nexi, together with its partner banks, serves approximately 900,000 merchants;

Cards & Digital Payments: Nexi and its partner banks manage 41.6 million payment cards;

Digital Banking Solutions: Nexi manages 13,100 ATMs, approximately 469 thousand e-banking stations and 947 million transactions in clearing services in 2019. It has also developed the open banking system in collaboration with the CBI consortium, to which the main Italian banks have already adhered.

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