



## E-commerce: Nexi signs strategic agreements with UnionPay and JCB

*Millions of new customers will be able to make purchases on over 20,000 Italian e-commerce sites affiliated with Nexi*

*The PayTech firm is also the first in Europe to implement the two Asian giants' new e-commerce security systems*

**Milan, 14 July 2020** - Nexi, the PayTech firm that leads the digital payments sector in Italy, is pleased to announce that it has signed two important e-commerce agreements, one with **UnionPay**, the Chinese giant with the world's largest payment card base, and the other with **JCB International Ltd.**, founded in Japan in 1961 and now one of the foremost global payment brands.

The partnership will allow over **20,000 Italian e-commerce merchants** affiliated with Nexi to be reached by **millions of new customers** with UnionPay and JCB cards who will be able to make purchases on their websites.

**For the first time in Europe**, the agreement also calls for the implementation of the two most advanced e-commerce security systems: **JCB's J/Secure™ 2.0** and UnionPay's 3DS, online security protocols that guarantee the highest level of protection between Asia Pacific buyers and e-commerce merchants from the Old Continent.

The partnership between the Italian PayTech firm and the two international giants allows online merchants who are clients of Nexi's partner banks to increase the business opportunities offered by e-commerce by significantly expanding their pool of potential clients, while also guaranteeing the highest security standards: **J / Secure 2.0** and UnionPay 3DS comply with the latest technical specifications for online security and help protect merchants and card holders from identity theft and fraud when shopping on the Web.

*"These partnerships confirm our strategy to grow in e-commerce, an increasingly strategic channel in Italy's economy that Nexi will continue to serve proactively," commented Dirk Pinamonti, Nexi's Head of E-commerce. "Our partner banks' online merchant clients will be able to expand their business opportunities while ensuring maximum security."*

*"The agreement with Nexi, which will use UnionPay's e-commerce system with the new 3DS solution, will allow our cardholders to make purchases more easily and conveniently from a much larger number of Italian online stores and retailers," commented Wei Zhihong, Market Director of UnionPay International and Head of its European Branch. "We hope to continue to expand our collaboration with Nexi in the coming years and to explore other partnerships to increase our presence in key markets across Europe."*



*"The partnership with Nexi has enabled us to use our advanced technologies to find an innovative way to open the door to the growing exchange of e-commerce transactions between Europe and our more than 140 million card holders,"* said **Tsuyoshi Notani, Managing Director, JCB International (Europe) Ltd.**

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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 CBI, to which the main Italian banks have already adhered.

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