



ANNOUNCING NEXI GO, THE INITIATIVE THAT HELPS ITALIAN MERCHANTS REOPEN FOR BUSINESS

The Social Commerce solution provides merchants with a service for selling their products or managing online appointments, sharing them via text message, chat or social networks

Nexi is thus expanding on the "Digital Solidarity" programme promoted in April to support operators during the most difficult phase of the lockdown

Milan, 4 August 2020 - Nexi, the PayTech firm that leads the digital payments sector in Italy, is launching **Nexi Go**, an initiative that allows banks to support merchants to open up again safely, building on the "**Digital Solidarity**" programme promoted by the PayTech firm in April to support merchants during the most challenging phase of the lockdown.

Nexi Go offers services and solutions ideally suited to taking advantage of new business opportunities and improving the collection experience, in and out of stores. Through its new **Social Commerce** solution in particular – created for operators without e-commerce sites – it provides two specific solutions for this delicate reopening phase:

- **Easy Delivery**, ideal for the sale of products/services, allows users to publish catalogues or menus on their social media pages, receive orders and payments both on site and remotely, and organise home deliveries or collection of products from their points of sale;
- **Easy Calendar**, designed for professionals such as hairdressers, gyms, beauty salons and doctors, allows users to create a digital calendar and offer a real-time booking service, with remote or on site payments.

Easy Delivery and Easy Calendar are available for merchants who are customers of Nexi's 150 partner banks participating in the Pay-by-Link service or the XPay payment gateway and can be activated independently, in fully digital mode. The service is free until 31/12/2020.

"In addition to enhancing the value of collection products for in-store sales - such as Cordless POS, PIN PAD and SmartPOS - and promoting products for online and home sales - such as Pay-by-Link and Xpay - through Nexi GO we are seeking to enhance and offer specific solutions tailored to merchants' needs, which are currently varied and constantly evolving," commented Enrico Trovati, Nexi's Merchant Services & Solutions Director. "Nexi's portfolio has now been enriched to include new services designed to help Italy's various businesses - particularly its small businesses - reopen."

Through its Social Commerce service, Nexi Go therefore expands on the initiatives included in the "Digital Solidarity" programme promoted by Nexi in April to provide adequate responses to merchants' new needs:



- **the Micropayments promotion**, which refunds commissions on amounts up to €10 until December 2020;
- **the Pay-by-Link Service**, for collections without the customer being physically present, by sending a simple payment link via email, text message or chat
- **the Nexi Business portal**, which allows users to keep an eye on their POS and e-commerce transaction data at all times, at no additional cost.

Nexi

Listed on Borsa Italiana's MTA market, it 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 S.c.p.a., the Italian Banking Association's think-tank, to which the main Italian banks have already adhered.

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