



Nexi: in-store mobile payments transactions up 140% y/y in 2020

*Number of Nexi cards enrolled on mobile payments app growing by 57% y/y.
Increase in c-less transactions, representing 45% of total card transactions*

Milan, March 11th 2021 – In 2020, Nexi **in-store mobile payments transactions** grew **140% y/y**, driving the growth in Italy which, according to the data released today by the Politecnico di Milano, increased overall by 80%, reaching approximately 3.5 €B.

84% of this amount, approximately 3 €B, was generated by purchases made through apps allowing the **virtualization of the card in the smartphone**, confirming that these solutions are the most widespread and used for in-store purchases via mobile. This trend is also confirmed by Nexi cards registered on mobile payment apps, such as **Apple Pay, Samsung Pay or Google Pay**, which grew by **57% y/y**.

In particular, **mobile payments with Nexi cards** recorded a strong increase during the first half of 2020 (**+177% y/y**), with peaks of over **+230% y/y** during the first phase of the pandemic, proving how these solutions have been preferred also to maintain social distancing at the checkout.

The increase in usage recorded by **YAP**, Nexi's mobile payment app dedicated to under 30s, was also significant: overall volumes **up 185% y/y** in December 2020 and, in particular, **+263% y/y** in physical stores.

According to data from the Politecnico di Milano, the increasing preference of Italians for c-less solutions led to 29% growth of these types of payment in terms of value of transactions. C-less transactions carried out with Nexi cards represent **45% of total transactions in December 2020**, up from the average 38% recorded before the health emergency.

Finally, the smartphone is used more and more also **by merchants** to make remote sales, in particular thanks to solutions such as **Pay By Link**, the Nexi service that allows merchants to send a payment link to clients through e-mail, whatsapp, text message or social channels.



About Nexi

Nexi is the leading PayTech company in Italy, the reference point for the digital payments in the Country. The company, listed on MTA of Borsa Italiana, operates in strong partnership with ~150 partner banks: thanks to its end-to-end omni-channel technology connects banks, merchants and consumers with the aim of changing the way people and companies pay and collect money every day, thus accelerating the spread of digital payments and the transition to a cashless society, which is essential for the modernization of the Country. Nexi operates in three market areas: Merchant Services & Solutions, Cards & Digital Payments and Digital Banking Solutions.

Merchant Services & Solutions: Nexi, together with its partner Banks, serves c. 900,000 merchants;

Cards & Digital Payments: Nexi, together with its partner Banks, manages c. 43 million payment cards;

Digital Banking Solutions: Nexi manages c. 12.800 ATMs, c. 480,000 e-banking workstations and c. 900 million clearing transactions. In addition, Nexi, as a technological partner, developed the CBI S.c.p.a. open banking system, to which the main Italian banks have already adhered.

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