

BVA Doxa survey for Nexi: for Italian merchants POSs are the safest, fastest, most convenient tool

One in three merchants would like to collect payments via their smartphone

- *For merchants and professionals, POSs guarantee greater security (81%), speed up collections (71%), satisfy customer requests (79%)*
 - *For mobile sales, POSs offer greater simplicity (48%), reduce the risk of theft or loss of cash (38%), speed up collections (32%)*
- *29% of respondents are interested in the possibility of collecting via smartphone: Nexi will respond by proposing SoftPOS, an app that transforms a mobile phone into a POS.*

Milan, April 27 2023 – For Italian merchants, as a tool for collecting cash, POSs are the **safest (81%** of respondents), **fastest (71%)** and that **best meet customer requests (79%)** and **simplify the management** of the point of sale (**70%**). This is the snapshot provided by the **BVA Doxa survey for Nexi**, the leading PayTech company in Europe. It interviewed a sample of small and medium-sized retail and restaurant merchants and freelance professionals in Italy to analyse their preferences, needs and expectations in collecting cash at the point of sale and on the move.

29% of the sample also expressed interest in the possibility of **using their smartphone to receive payments**. They said they would appreciate: its sustainability (**62%**), not having to carry a too cumbersome POS for receiving payments on the move (**48%**), being able to accept payments anywhere without any worries (**49%**), the possibility of doubling the cash desks in the store without having to get another POS to supplement the main one (**45%**).

Precisely with a view to meeting such expectations, **after the summer Nexi will launch in Italy the SoftPOS**, an app that merchants will be able to download onto their smartphone, activate in a few steps and that will allow them to **accept digital payments directly via their mobile phone**: an ideal solution for those who have to receive payments on the move (that is, **26% of respondents**) and for those who want to have another POS to supplement the main one at particular times of peak activity, for example bars and restaurants during lunch breaks.

*“The BVA Doxa survey confirms that more and more Italian merchants are aware that security, speed, convenience and sustainability are key elements with digital payments – says **Vanessa Maneo, Nexi’s Head of POS Marketing** – This is why the number of those who prefer to accept digital payments at the cash desk and for deliveries at the customer’s home, for sales during a market or a fair and for receiving payment for bar or restaurant bills directly at the table. And it is precisely to meet these needs even more effectively that we will be putting SoftPOS on the Italian market after the summer”*



86% of small and medium-sized merchants, professionals and artisans, in fact, already use a POS to receive payments today and **88%** of those who receive payments on the move (equal to **1 out of 4 merchants**) do so through physical and virtual cards: for these merchants the solution that Nexi will be launching is an even more interesting novelty, that can more effectively meet their needs for convenience, flexibility and smartness.

Another key element that emerged from the survey is that merchants consider POSs as a useful means also for giving their business a **more modern (64%)** and **more attractive image with consumers (62%)**, advantages that will also gain considerable effect with the SoftPOS, which will additionally benefit from the **Nexi micropayments initiative**. Under this scheme, merchants will be reimbursed fees on transactions of under 10 euro until the end of 2023 even when accepted via SoftPOS.

About Nexi

Nexi is the European PayTech company operating in high-growth, attractive European markets and technologically advanced countries. Listed on Borsa Italiana's MTA, Nexi has the scale, geographic reach and abilities to drive the transition to a cashless Europe. With its portfolio of innovative products, e-commerce expertise and industry-specific solutions, Nexi provides flexible support for the digital economy and the entire payment ecosystem globally across a broad range of different payment channels and methods. Nexi's technological platform and the best-in-class professional skills in the sector enable the company to operate at its best in three market segments: Merchant Solutions, Issuing Solutions and Digital Banking Solutions. Nexi constantly invests in technology and innovation, focusing on two fundamental principles: meeting, together with its partner banks, customer needs and creating new business opportunities for them. Nexi is committed to supporting people and businesses of all sizes, transforming the way people pay and businesses accept payments. It offers companies the most innovative and reliable solutions to better serve their customers and expand. By simplifying payments and enabling people and businesses to build closer relationships and grow together, Nexi promotes progress to benefit everyone. www.nexi.it
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Methodological note: the survey was conducted by BVA Doxa for Nexi through telephone interviews (CATI system) from 03/03/2023 to 03/15/2023 on a sample of 400 merchants and artisans.