

## Nexi and Microsoft join forces for enterprise digitisation in Italy and Europe

- *The two companies team up in digital payments and artificial intelligence.*
- *Nexi's digital payment solutions are integrated into Microsoft products and services for Independent Software Vendors (ISVs).*
- *A joint go-to-market plan is set to start in Italy and be extended to other European countries.*

**Milan, November 20<sup>th</sup>, 2023:** Nexi, the European PayTech, and Microsoft have strengthened their partnership for the digitisation of payments in Europe, first announced in July 2022. The expanded partnership will see Nexi integrate its digital payment solutions (both in-store and online) within Microsoft solutions, in particular in the Commercial Marketplace, Microsoft's catalogue of solutions and products for developers and Independent Software Vendors (ISV) platforms, available in more than 100 countries and regions.

Through the partnership, ISVs will be able to provide SMEs and enterprises with comprehensive and vertical management solutions, which will allow them to integrate omni-channel payment acceptance within sophisticated purchasing experiences and business management tools.

ISVs and software developers will be able to leverage the strengths of Nexi's solutions, including easy integration, and the availability of 'features' such as national debit circuits, scalability, security, and tailored partner support. Thanks to Nexi's integrated payments solutions, ISVs will be able to focus on the user experience and completeness of software solutions, with the PayTech managing complexities including regulatory issues, which are typical of the payments universe.

Microsoft will continue on its path of integrated solutions to support developers, for example in the field of artificial intelligence, working with Nexi to develop features for new use cases like embedded finance.

The two companies will launch joint go-to-market and communication activities, following a one-stop-to-digital approach, including partner evangelisation and technical training activities. The plan will start in Italy and then be extended to other key markets in Europe, such as Germany.

*"Digital payments are crucial for the digitisation of businesses and the European economy, so it is imperative that we provide SMEs and companies with comprehensive and integrated management solutions," says **Roberto Catanzaro, Merchant Solutions Director of Nexi Group**. "In this sense, a key step in our strategy is to offer ISVs and software platforms the ability to easily integrate digital payment solutions, leveraging the completeness,*

*scalability, security, and support of Nexi solutions. Working with a partner like Microsoft gives us the chance to reach all players leveraging Microsoft solutions and co-create more complete integrated payments and embedded finance solutions."*

*"Digital payments innovation can unlock increasingly simple and immediate experiences for customers, benefiting financial institutions, businesses and consumers," said **Vincenzo Esposito, Managing Director of Microsoft Italy**. "Nexi will leverage cloud and AI together with our partner ecosystem to extend its digital payment solutions. In addition to the benefits for end users, this collaboration can certainly accelerate innovation across the industry, generating new opportunities for businesses, partners, and startups. Microsoft will also benefit from Nexi's capabilities and solutions for e-commerce in a growing number of markets."*

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### **Nexi**

Nexi is Europe's PayTech company operating in high-growth, attractive European markets and technologically advanced countries. Listed on Euronext Milan, 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/en](http://www.nexi.it/en)  
[www.nexigroup.com](http://www.nexigroup.com)

### **Microsoft**

Microsoft enables organizations to realize their digital transformation projects with new innovation scenarios, such as Cloud Computing and Artificial Intelligence. The company's mission is to support people and organizations around the world to achieve more, thanks to technology and digital. More information about Microsoft is available at <https://www.microsoft.com/it-it/>

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