



NEXI AND WOO PARTNER TO OFFER EUROPEAN E-COMMERCE MERCHANTS MORE PAYMENT CHOICES

Nexi and Woo will offer European e-commerce merchants more comprehensive payment features and a range of local payment methods

Milan, Italy. 27 February 2024 – Nexi Group, the European PayTech, has partnered with Woo, the open e-commerce platform. The partnership will enable Woo merchants to offer customers a wider range of payment options, which can be customized to local preferences across Europe.

The new strategic partnership will see Nexi integrate its leading payment technologies with WooCommerce's e-commerce platform, serving European mid-market merchants by leveraging a larger network of partner agencies from both companies. The partnership includes the integration of Nexi checkout plug-ins, which are dedicated e-commerce payment acceptance solutions built for each market and/or region, into the WooCommerce Marketplace.

"The European e-commerce market is highly fragmented, due in part to the wide variation of local payment method preferences," said Omar Haque, Head of Group e-commerce at Nexi. "Our local checkout solutions are tailored to the specific needs of each market, unlocking value for Woo merchants by reducing cart abandonment and giving them the power to expand their operations overseas."

"Partnering with Woo – the market leader in e-commerce software – helps us to serve more mid-market merchants in Europe, supporting scalable growth across the region. We are proud that integrating our gateways will strengthen the Woo payment proposition, further enhancing a strong e-commerce agency partner ecosystem."

Web Griebel, Head of Payment Partnerships & Business Development at Woo added: *"Nexi's arrival in the WooCommerce Marketplace will be a big step forward in our mission to bring the widest range of local payment options to our merchants, who value freedom of choice and integration with the latest innovations in financial services. The solutions from Nexi provides flexible access to payment acceptance platforms, delivering local expertise at scale across the European market."*

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
www.nexigroup.com

Woo

Woo is the leading ecommerce platform, powering more than 3.5 million online shops. Woo empowers anyone, anywhere, to sell anything with unlimited extensibility and flexibility. Get everything you need to launch an online store in days and keep it growing for years. From your first sale to millions in revenue, Woo is with you.

Woo's code is open source, built on WordPress, and powered by a global community of thousands of developers, designers, agencies, builders, and technology partners. woo.com

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