



Nexi: the volume of In-store mobile payments grow 88% in 2023

The number of mobile payment transactions managed by Nexi doubled last year: +103%.

The number of Nexi cards registered to apps that virtualize cards (such as mobile payments wallets) grew over 40%.

Milan, March 13 2024 – In 2023, [Nexi](#), the European PayTech, recorded a **88%** increase in the value of in-store smartphone and smartwatch transactions in Italy, new data reveals. The technological infrastructure of the group is proving indispensable for driving the growth of an evolving sector. According to further data released by the Innovative Payments Observatory of the School of Management of the Polytechnic of Milan, mobile-based payments increased by **78%** overall in Italy last year, reaching a value of **29 billion euros**.

The number of the payments processed by Nexi via smartphones and wearables during 2023 increased **103%**, while the number of Nexi cards registered on apps that virtualise the card on the smartphone (based on NFC technology), such as Google Pay, Samsung Pay and Apple Pay, grew **by 41%** in the same time period.

Commenting on the latter point, **Emiliano Imbimbo, Head of Digital VAS of Nexi Italia, said:** *"Nexi has seen further significant increases in the number of innovative card-based payments made by consumers in Italy over the last couple of years. This 41% increase, added to rises from the previous two years (+53% in 2022 and +50% in 2021), demonstrates how Italians prefer these solutions for their smartphone purchases both in physical stores and online."*

As further evidence of the preference of Italian consumers for card-based mobile payment solutions, NFC payments reached a value of **€26,7 billion last year**, equal to **92%** of total mobile transactions, compared to €15.5 billion in 2022 (equal to 89% of total mobile transactions) and €5.7 billion in 2021 (87% of total mobile transactions)*.

**Innovative Payments Observatory of the School of Management of the Polytechnic of Milan, 2024, 2023, 2022*

Nexi

Nexi is the European PayTech, present in high-growth, attractive European markets and technologically advanced countries. Listed on the Euronext Milan, Nexi has the scale, geographical reach, and capabilities to drive the transition towards a cashless Europe. With its portfolio of innovative products, e-commerce expertise, and specific solutions for the industry, Nexi can provide flexible support for the digital economy and the entire payment ecosystem globally through a wide range of channels and different payment methods. Nexi's technological platform and best-in-class professional skills in the sector allow the company to operate at its best in three market segments: Merchant Solutions, Issuing Solutions, and Digital Solutions. Nexi continuously invests in technology and innovation, focusing on two fundamental principles: meeting the needs of its customers together with its partner banks 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, offering customers the most innovative and reliable solutions to better serve their customers and grow. This is the way how Nexi promotes progress for the benefit of all: simplifying payments and enabling people and businesses to build closer relationships and grow together. www.nexi.it www.nexigroup.com

Nexi - External Communication & Media Relations

Daniele de Sanctis

daniele.desanctis@nexigroup.com

Mobile: +39 346/015.1000

Matteo Abbondanza

matteo.abbondanza@nexigroup.com

Mobile: +39.348/406.8858

Danja Giacomini

danja.giacomini@nexigroup.com

Mobile: +39.334/2256777