

## E-commerce: partnership between Nexi and Italiaonline

*Agreement reached between the PayTech firm and the leading Italian internet player for the integration of Nexi's XPay into Italiaonline's e-commerce solutions*

**Milan, 6 April 2020** - Nexi, the PayTech firm that leads Italy's digital payment sector, and Italiaonline, Italy's largest internet company, have signed an e-commerce partnership.

Under the agreement, XPay, Nexi's payment gateway, will be integrated into Italiaonline's e-commerce platform. Starting today, Italian companies that choose to use Italiaonline to create their e-stores will also have access to the Nexi solution that allows them to accept payments simply, quickly and securely.

*"The partnership between Nexi and Italiaonline aims to make it easier for merchants – especially the smallest of them – to approach e-commerce through a turnkey suite that includes a site, search engine optimisation, logistics and, of course, payment," commented Dirk Pinamonti, Head of E-commerce at Nexi. "In a period like today, characterised by fewer purchases in physical stores and rapid growth of e-commerce, this partnership is even more important: the latest figures published by Nielsen show a 97% growth in e-commerce, with an 82.3% increase in online sales of fast-moving consumer products".*

Italiaonline is one of the simplest and most innovative platforms for starting an e-commerce business and allows users to manage their website carts, orders, shipping, marketing tools and payments. The integration of XPay will allow those who choose Italiaonline to access the Nexi gateway, which ensures an intuitive payment experience, optimised across all channels, capable of being integrated with social commerce, suited to the 3D Secure 2.0 protocols and equipped with a simple, complete back-office that can be integrated with their own management systems.

*"The potential of online channels is enormous, yet still underexploited by small and medium-sized Italian companies, which make up 92% of the country's businesses<sup>1</sup> and are thus the beating heart of Italy's economy," commented Andrea Chiapponi, Italiaonline's Chief Marketing Officer. However, only 10% of them currently have an e-commerce site.<sup>2</sup> Italiaonline has long been a partner in the digitalisation process of Italy's companies and our alliance with Nexi is another important step in this direction. The integration of a payment system as simple – but above all as secure – as Nexi's into our e-commerce sites demonstrates, once again, our commitment to support businesses with their digital growth, which is essential to meeting the needs of their customers, especially in a scenario like today's."*

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<sup>1</sup> Source: *Il Sole24ore*

<sup>2</sup> Source: Study by SME Digital Innovation Observatory - Milan Polytechnic University

**Nexi** is a leading digital payments provider in Italy with consolidated partnerships with about 150 banking institutions. Through its technology it connects banks, merchants and citizens, enabling digital payments. Nexi's mission is to make every payment digital and facilitate the development of the digitalisation of Italy. Nexi operates in three market segments: Merchant Services & Solutions: Nexi, together with its partner banks, serves around 890,000 merchants and operates 1.4 million POS terminals; Cards & Digital Payments: Nexi and its partner banks manage 41 million payment cards; Digital Banking Solutions: Nexi manages 13,400 ATMs, approximately 420 thousand e-banking stations and over 900 million transactions in clearing services.

**Italiaonline** is Italy's leading internet company, with 4.8 million unique users\* surfing its Web properties daily, 3.3 million of whom from mobile devices, and a market reach of 63%\*\* . Italiaonline offers Web marketing and digital advertising services, including advertising campaign management and lead generation through social networks and search engines. The company's strategic objective is to consolidate Italian leadership in the digital advertising market for large accounts and local marketing services - with the mission of digitalising national SMEs. Italiaonline offers Italy's SMEs – the country's true backbone – a complete portfolio of products integrated throughout the digital service value chain, from online presence to digital advertising, Web design, Web marketing and cutting-edge e-commerce solutions.

Italiaonline currently includes the portals Libero, Virgilio, DiLei and QuiFinanza, the Yellow Pages, White Pages and Tuttocittà services for businesses and individuals, the online advertising agency IOL Advertising and over 660 agents, forming Italy's largest network of service and product consultants for large and small businesses.

\* Source: Audiweb View 2.0, powered by Nielsen, TDA DAUs July 2019

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