

Press release

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BÜCHER book gift card now available at EDEKA

MVB and payment service provider epay acquire food retailer as sales partner | Up to 5,000 more sales points in participating stores across Germany | Gift card redeemable for in-store range only

EDEKA has become a new partner to local booksellers: the food retailer has added the *BÜCHER* book gift card to its range. Technology and information provider MVB started selling its Germany-wide *Bücherscheck* book gift card under the name *BÜCHER* last year, in cooperation with payment service provider epay. From July, the €25 gift cards will be available in up to 5,000 participating EDEKA stores, where they will be offered together with the new *MAGAZIN* gift card from epay's *Gutscheinfreude – Vielfalt schenken* product family. The *BÜCHER* book gift card can only be redeemed physically in-store at one of over 2,600 local bookstores that are *Bücherscheck* partners. More information at www.mvb-online.de/buecher-gutschein.

“By teaming up with EDEKA, we can quickly expand our existing network of sales points for the *BÜCHER* book gift card. Books will be prominently presented as an attractive gift option in up to 5,000 stores across Germany. This is how we reach buyers with money to spend and attract them as new customers for in-store ranges,” said Karolin Weide, head of *Bücherscheck* book gift cards at MVB.

“Multi-brand gift cards, which we also distribute, are very popular with consumers and are among the top ten gift card categories sold on the market. The new multi-brand gift cards in our own *Gutscheinfreude* product family bring together popular brands on the same theme—i.e. associated with a specific consumer need or hobby—without specifying one brand. After the 2019 launch of the *KINO* gift card, which includes four large movie theater chains and over 180 movie theaters across Germany, we now have two attractive gift cards for readers in our portfolio: the *BÜCHER* book gift card and the *MAGAZIN* gift card,” said Volker Patzak, Director of Business Development at epay.

The *BÜCHER* book gift card has been available in 700 food retail stores since fall 2021.

Information for partner bookstores

The *BÜCHER* book gift card differs in appearance and shape from the regular *Bücherscheck* book gift card. It consists of a folded card with a free greetings card and a detachable gift card. The gift card contains all the details required for redemption: a ten-digit alphanumeric code—the top-up number—similar to the *Bücherscheck* book gift card number, plus a serial number. Bookstores can look on the checking page to see whether the gift card is activated and valid. This is accessed by scanning the QR code or via www.buecherscheck.de. Otherwise, the *BÜCHER* book gift card follows the same principle as the *Bücherscheck* book gift card: the bookstore redeeming the card retains the detachable gift card and sends it to MVB for settlement of payment. All product ranges that are part of the German Publishers and Booksellers Association are eligible.

Further information

Links

- The *BÜCHER* book gift card for *Bücherscheck* partner bookstores: www.mvb-online.de/buecherscheck

- Become a Bücherscheck book gift card partner bookstore:
www.mvb-online.de/buecherscheckjetzt
- *BÜCHER* book gift card for customers:
www.gutscheinfreude.de
- *Bücherscheck* book gift card for customers:
www.buecherscheck.de

About *Bücherscheck* book gift cards

With a *Bücherscheck* book gift card from technology and information provider MVB, you can gift the joy of reading and support local retailers at the same time. It is Germany's only nationwide book gift card and can be purchased and redeemed exclusively in-store at more than 2,600 partner bookstores.
www.buecherscheck.de | www.facebook.com/buecherscheck | www.instagram.com/buecherscheck

About MVB

The technology and information provider MVB makes books visible. Central platforms based on international metadata standards enable publishers and bookstores in Germany and abroad to market their titles successfully and efficiently. Editorial and promotional formats, plus personal dialog at networking events, provide orientation in the various book markets. In close cooperation with customers and market players from all areas of the book industry, our teams in Frankfurt am Main, London, Mexico City, New York and São Paulo are working continuously on innovative infrastructure solutions for the book trade of the future.

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About epay

epay, a segment of Euronet Worldwide, Inc. (NASDAQ:EEFT), is a leading global provider of payment processing and prepaid solutions that processed 3.12 billion transactions in 2021. The company has built an extensive network of retailer touchpoints with 760,000 point-of-sale terminals in 63 countries that connects brands with consumers all over the world. The company offers a diverse ecosystem of services, products and solutions supporting the distribution of Payment and Branded Payments for more than 1,000 brand partners via Commerce, eCommerce and mCommerce solutions. For more information visit www.epayworldwide.com.

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