

REWE Group and epay extend partnership for digital value-added services

The international retail group REWE and Euronet unit epay are extending their long-term prepaid and gift card segment partnership for REWE and PENNY supermarkets, toom DIY stores and the wholesaler Lekkerland

Martinsried, July 21, 2022: REWE Group and full-service payment provider epay are establishing a new basis for their partnership in gift card and prepaid products in Germany for the REWE, PENNY, toom and Lekkerland brands and extending their partnership.

In recent years, the cooperation partners have established a wide range of [gift cards and prepaid products](#) for high-profile brands from the worlds of gaming, fashion, electronics, streaming, and cell phones in Germany at over 8,000 REWE, PENNY, and toom stores, as well as at 23,000 POS in the group's convenience store and gas station segments. They continually work to increase product appeal and customer convenience at the point-of-sale and in online shops, pushing ahead with innovative projects such as a [legitimization solution based on the electronic ID card](#) as part of the activation of SIM mobile communications cards directly on site at the time of purchase.

The expanded partnership also aims to develop additional innovations together over the coming years. The focus of this cooperation is on the creation and bundling of new, attractive value-added solutions in the field of additional services at the point-of-sale, as well as linking in-store with digital shopping gift card experiences for customers of the retail group such as the e-kiosk project.

The full-service payment provider epay is responsible for REWE Group's full technical and commercial implementation of the gift card and prepaid range in Germany and is also its marketing and development partner.

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.

About REWE Group

The cooperatively organized REWE Group is one of the leading trade and tourism groups in Germany and Europe. In 2021, the company generated a total external turnover of around 76,5 billion euros. Founded in 1927, REWE Group operates with 380,000 employees in 21 European countries.

Its sales lines include supermarkets and hypermarkets under the brands REWE, REWE CENTER as well as BILLA, BILLA PLUS and ADEG, the discounter PENNY, IKI, the drugstores BIPA and the DIY stores of toom. The company also operates convenience stores REWE To Go and the e-commerce activities REWE Lieferservice and Zooroyal. The Lekkerland Group comprises the Group's wholesale activities in the area of on-the-go consumption. Under the umbrella of DER Touristik Group, the tour operators include DERTOUR, Jahn Reisen, ITS, Meiers Weltreisen, Travelix, Kuoni, Helvetic Tours, ITS Coop Travel, Billa Reisen, Koning Aap, Apollo, Exim Tours and Fischer, over 2.300 travel agencies (including DERTOUR, DERPART, Kuoni, Exim, Fischer, as well as franchise and cooperation partners), the hotel brands Sentido, Aldiana, Calimera and Cooe, and the online travel portal Prijsvrij Vakanties.

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PRESS RELEASE



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