

Press release

REWE Group promotes regionalization for REWE and PENNY with immediate effect with local vouchers in conjunction with ATENTO and epay

Cologne, Munich (Martinsried) October 12, 2022: REWE Group and full-service payment provider epay announce another partnering milestone for the retail group's gift card portfolio: Working with ATENTO, the platform for local multi-brand gift cards, the REWE and PENNY ranges are further expanded with gift cards from local providers from gastronomy, wellness, culture and more. REWE and PENNY are established players in regional economic areas and can now also support them with local gift card offers, strengthening their regional ties in the process.

This is made technically possible by the existing infrastructure for processing gift cards and prepaid products that the group partner epay provides. Its partially standardized and configurable processing technology enables a wide variety of local gift card providers such as ATENTO to distribute their gift card content to retailers nationwide.

ATENTO's local offers are now available online at REWE and PENNY Kartenwelt. Five digital products have been launched: city gift cards for Hamburg, Berlin and Munich, restaurant gift cards for local eateries and the local gift card. REWE and PENNY customers can now purchase gift cards from local providers, then select their chosen outlet from the growing ATENTO platform, and go on to redeem their gift cards locally. This platform already includes over 10,000 restaurants, cafés, beauty stores as well as spa resorts, experience and cultural providers, stores and bars, plus much more.

The partners aim to expand the local gift card range and also offer the local multi-brand gift cards in brick-and-mortar stores.

"We are excited to be partnering with REWE and epay in this expression of loyalty for the local businesses that are so important to our lives. Locally owned businesses build strong communities, sustain vibrant downtowns, connect neighbors in a web of economic and social relationships, and contribute to local causes. Individuals or businesses have over 10,000 redemption partners to choose from, so they can be sure that the people they care about will find something they want. Excellent local businesses that are keen to benefit from this collaboration are welcome to register at www.atento.me. The registration process takes just 1 or 2 minutes," says Noam Margalit, Managing Director at ATENTO.

"Our range of gift cards, which we distribute through retail partners such as REWE Group, includes more than 1,000 globally known brands worldwide, as well as local heroes. The increased consumer desire to shop locally is generating a lot of potential. We are permanently expanding our offering in this segment with new partnerships. Besides ATENTO, we are already working with other local providers such as AVS and Keep local to bring local gift card offers to retailers and consumers via our existing payment infrastructure," says Volker Patzak, Director Business Development, epay.

Press release

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 Cooee, and the online travel portal Prijsvrij Vakanties.

About ATENTO:

ATENTO offers the largest selection of gift cards for stylish local businesses in Germany. Individuals or businesses have over 10,000 redemption partners to choose from, so they can be sure that the people they care about will find something they want. Founded in Germany in 2018, ATENTO's mission is to bring diversity, a sense of belonging, and community to the world of gift cards. In opening the door to local businesses, ATENTO helps make our communities what they are. ATENTO supported local businesses during the COVID-19 lockdown by selling over €2 million worth of gift cards on behalf of our retailers, providing a much-needed source of revenue for retailers hit by the pandemic.

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 762,000 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.

Press contact epay:

Jana Weisshaupt
PR & Communications
Tel.: +49 89 899643-499
j.weisshaupt@epay.de