

## **The epay-Bluecode-partnership is opening up new possibilities for retailers by expanding the scope of HUAWEI Pay**

- **Enormous potential: 15 million HUAWEI customers can now pay everywhere that accepts Bluecode**
- **Easily activated via the checkout interface of full-service payment provider epay**
- **Geolocation function in the app makes local retailers more visible and easier to find**

*Martinsried (Germany) / Lachen (Switzerland), June 22, 2021:* **Full-service payment provider epay and mobile payment solution Bluecode are taking their strategic partnership to the next level: From now on, HUAWEI customers will be able to pay everywhere that accepts Bluecode, while new retailers can now activate HUAWEI Pay quickly through epay.**

Payment transactions are crucial processes for German retailers. Contactless payment is particularly important when a pandemic is raging, as the latest [survey conducted by the digital organization Bitkom](#) confirms. Digitalization and mobile payment are also gathering momentum. “Retailers benefit from enhanced digital visibility thanks to the geolocation function in HUAWEI devices,” says Christian Pirkner, CEO of Bluecode, adding, “The integration of epay at 736,000 checkouts worldwide will make it easy for retailers to activate HUAWEI Pay with Bluecode and its value-added services, and they’ll be able to do it fast at no additional cost.” Moreover, there are more than 15 million HUAWEI customers in Germany and Austria, which means enormous potential for the retail sector. The partnership with Bluecode has already facilitated the addition of an innovative mobile payment method to epay’s retail payment portfolio, and the joint implementation of HUAWEI Pay is another important step forward in the process of expanding the use of convenient QR payment methods in the retail sector. “Our retail partners benefit from the checkout interface since it only has to be implemented once and local retailers can use it to activate Bluecode and HUAWEI Pay with no additional effort or expense. epay relies on optical payment methods and direct checkout integration, which is why Bluecode and HUAWEI Pay are important strategic partners for us,” says Markus Landrock, Managing Director of epay DACH and Global Issuing, Payments & Rewards.

### **HUAWEI is opening up new mobile payment options for German retailers**

HUAWEI is cooperating with European mobile payment provider [Bluecode](#) to offer customers and retailers great advantages in the area of mobile payment. Using HUAWEI Wallet to pay with Bluecode has additional benefits for retailers, not least in the brick-and-mortar sector, since HUAWEI enables customers to search for businesses located nearby. A smartphone search returns a list of retailers for the customer to choose from. “Our services support the ongoing digitalization of the retail sector,” says Christian Pirkner. “We are committed to strengthening German retail by means of our activities, partnerships and cooperations and to increasing the visibility of the retailer on mobile devices!” Bluecode can be used to pay at numerous retailers in Germany and Austria, including Rossmann, Billa, Bipa, Spar, Globus, OMV, M-Preis, Unimarkt, Konsum Dresden, the SAP Arena in Mannheim and even in the 1. FC Köln soccer stadium – further partnerships are in the pipeline. For some weeks now, smaller retailers have also been able to accept Bluecode payments with their HUAWEI devices using the Bluescan app. The Bluescan app can be downloaded free of charge from the [HUAWEI AppGallery](#). “We are very

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pleased to partner with Bluecode to support local retailers," said Marco Eberlein, General Manager Ecosystem Development HUAWEI Consumer Business Germany.

## How to pay using HUAWEI Wallet

In order to pay using a HUAWEI device, all the user needs to do is save a bank account to the HUAWEI Wallet app pre-installed on all HUAWEI devices. Payments can then be sent to participating retailers by scanning an individually generated bar code, the Bluecode. The purchasing process is very simple: After opening the digital HUAWEI Wallet and securely verifying their identity using the fingerprint sensor, the customer receives a bar code that is valid for just one transaction. The retailer scans this Bluecode on the smartphone, and the payment is then debited directly from the customer's bank account. Bluecode is based on a data-saving approach: account data is not shared with Bluecode and therefore not with the retailer or HUAWEI. Customer names and account details always remain with the respective bank partners of Bluecode.

## About epay:

epay is a leading global full-service payment provider for gift cards, payment and prepaid solutions, processing 2.4 billion transactions in 2020. epay has built an extensive retailer network of 736,000 point-of-sale terminals in 60 countries to connect well-known brands with consumers around the world. The company has a portfolio of gift cards (prepaid, closed-loop and gift cards), corporate incentives and payment solutions (card acceptance, terminals, e-commerce, mobile and Internet of Payment) for omnichannel commerce and offers its services thanks to its proprietary POS integration software. epay is a segment of Euronet Worldwide, Inc. (NASDAQ: EFFT), a Kansas-based company that generated \$2.5 billion in revenue in 2020, employs 8,000 people and serves customers in 175 countries. For more information, visit: [www.epay.de](http://www.epay.de)

## About HUAWEI Consumer Business Group

HUAWEI's products and services are available in over 170 countries and are used by about one-third of the world's population. HUAWEI is one of the largest smartphone vendors and currently operates 14 research and development facilities and 36 innovation centers with partners. HUAWEI Consumer Business Group is one of HUAWEI's three business units, along with Carrier Network and Enterprise Business, covering smartphones, audio, mobile broadband, wearables, computers, accessories and cloud services. HUAWEI's global network is based on over 30 years of experience in the telecommunications industry, bringing the latest technological innovations to consumers everywhere. HUAWEI's official app store, HUAWEI AppGallery, provides users of HUAWEI devices with a simple and secure platform to search, install and use a wide variety of apps. More information at: [consumer.huawei.com/en/](http://consumer.huawei.com/en/)

## About Bluecode:

Bluecode is the European mobile payment solution that enables cashless payments via smartphone and smartwatch (iOS & Android). In addition, value added services (digital value-added services) are offered in apps in cooperation with banks and retailers. The smart, highly secure payment method works with any current account based on the European blue code, which is unique and one-of-a-kind. In addition, Bluecode is compatible with other transmission technologies. Bluecode is based on a high-technology solution. It provides the highest level of data security for consumers, retailers and banks. Bluecode's network partners include well-known European banks, mainly in Austria and Germany, and leading retailers. More information at: [www.bluecode.com](http://www.bluecode.com)

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