

## **epay launches streaming voucher card from TVNOW**

**Full-service payment provider epay is placing the new TVNOW voucher card in stores and online as a prepaid payment method, securing the streaming service access to new user groups in the growing streaming market just in time for Christmas**

*Martinsried (Munich)/Cologne, December 2nd, 2020.* The use of streaming services has been on the rise in Germany for several years and has been given a further boost by the coronavirus pandemic. Streaming providers' gift cards, which are becoming increasingly popular as gifts and for personal use, also benefit from this development. As a full-service payment provider, Euronet's segment epay is realizing a new gift card solution for streaming provider TVNOW. The new TVNOW voucher card is now available in stores and online and can be used to pay for streaming subscriptions. epay's services include the technical implementation as well as third-party distribution of the TVNOW voucher cards via its own retail network, which includes more than 220,000 retail locations in the German-speaking region. This ensures that the TVNOW voucher cards will be available at points of sale throughout Germany for the main streaming season now starting and just in time for the holiday season, for example, at a large number of gas stations, supermarket checkouts, and stores, and from many online retailers. That also promises additional sales prospects for epay's network partners in retail and e-commerce in the beginning Christmas season.

As the digital payment unit of NASDAQ-listed Euronet Worldwide, Inc. (NASDAQ: EFFT), epay connects trade, brands and consumers with gift card, prepaid and incentive solutions as well as classic payment options. The new TVNOW voucher card system rounds out the company's digital content portfolio, which comprises approximately 2,000 internationally renowned brands, including all the important streaming services from Germany and abroad. "The streaming market is growing dynamically and is highly competitive. Attractive voucher offers can open up new customer groups for the subscription business, enabling providers to gain market share. We're delighted that we've been able to implement the new gift card system for TVNOW, the 'local hero' among the streaming providers in the German-speaking market with up to 6 million unique users each month," said Sina Diekmann, Director of Issuing at epay. As a full-service payment provider, epay is involved along the entire value chain: from consultation and the design of the voucher card system, through implementation in web shops, production and retail distribution, gift card code authorization and payment processing via epay's certified in-house data centers to daily support and reporting.

### **TVNOW voucher card now available in stores and online starting at €15**

The new TVNOW voucher card is being offered online and off-line as an additional prepaid payment method and is available in various amounts either as a physical card in stores or as a digital version from numerous online retailers (starting at €15). "The voucher card is another important building block of our sales strategy to further drive our strong growth. The TVNOW voucher card means we're occupying new distribution points in stores and online and opening up the very strong prepaid-oriented target group in Germany," said Dirk Hannappel, head of Sales & Business Development at RTL interactive. Consumers can use the voucher card for their TVNOW PREMIUM or PREMIUM+ subscriptions. The TVNOW Premium subscription currently costs €4.99 a month. This gives premium customers access to a total of 47,000 hours of programming of TVNOW originals, exclusive licensed content and content from Mediengruppe RTL Deutschland's channel portfolio (14 free and pay-TV channels) live and, in some cases, before they are aired. The range of genres includes first-class fiction, entertainment, and news content, live sport, an extensive movie package, and a constantly growing selection of family & kids content – available anytime and anywhere. For €7.99 a month, TVNOW Premium+ customers can also watch the content without ads and on two streams at the same time as well as the original version of many licensed shows. Whether at home on a TV, on a tablet or on the go on a smartphone, TVNOW is available

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on all the relevant devices. The voucher card is redeemable online on <https://www.tvnow.de/specials/guthabenkarte-einloesen>.

## About epay

epay is a world-leading full-service payment provider for payment processing and prepaid solutions that processed 1.5 billion transactions in 2019. The company has built up an extensive network of retailers with 717,000 point-of-sale terminals in 54 countries, to connect renowned brands with consumers all around the world. The company offers a portfolio of gift cards (prepaid, closed loop and digital media), business 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 cash register integration software. epay is a segment of Euronet Worldwide, Inc. (NASDAQ: EFFT), a Kansas-based company which earned \$2.7 billion in revenue in 2019, employing a staff of over 7,700 employees and serving customers in 170 countries.

## About TVNOW

TVNOW is Mediengruppe RTL Deutschland's streaming service. It has up to 5.95 million unique users each month, making it by far the strongest streaming service in the German market. The main streamer currently offers around 47,000 hours of programming of various genres, which is the largest package of programming in the German streaming landscape. Variety is key here. In addition to TV highlights such as *Gute Zeiten, schlechte Zeiten*, *Der Bachelor* or *Shopping Queen*, which can be streamed live or even before they air, TVNOW additionally offers its premium customers a wide range of exclusive content – highlights from all genres produced by and for TVNOW. These include TVNOW originals such as the Grimme prize winner *Prince Charming*, dating show *Temptation Island*, event show *Sunny – Wer bist du wirklich?*, the first late night show *Täglich frisch geröstet* – produced by Raab TV – and an extensive movie package and exclusive series highlights, including Emmy record-breaker *Schitt's Creek*. This extensive portfolio is constantly expanded and will shortly add additional genres, including the fiction offensive with eleven shows with top-class casts. TVNOW has a free service financed by advertising, a subscription premium service (€4.99 a month), and a Premium+ service (€7.99).

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