

## Ingenico Group teams up with Google to facilitate cross-border e-commerce

Today, Ingenico Group (Euronext: FR0000125346 - ING), the global leader in seamless payment, announces that Ingenico Payment Services, its flagship brand for digital transactions, has teamed up with Google Inc. to help online merchants boost their business abroad with a joint program called the Export Accelerator.

Tapping into the potential of cross-border e-commerce, Ingenico Payment Services and Google will launch a collaboration with an innovative pilot solution in Belgium as a first step. Both companies will bundle their expertise to offer a unique combination of knowledge on payment and consumer behavior, giving merchants the answers and tools they need to make decisions on internationalization.

This cooperation will address a key challenge online businesses face when expanding abroad, providing them with an empowering solution to explore and identify new growth opportunities, penetrate international markets and increase online revenue.

Google provides solutions to identify export opportunities leveraging search insights, and helps online businesses to generate qualified traffic. Ingenico Group provides solutions to successfully convert this traffic into sales via its payment expertise and advanced technologies, ranging from local payment methods, online fraud, enhanced payment data analysis and risk management.

The Belgian market has been selected as it is a multi-lingual market with great e-commerce potential.

***"We are very pleased to team up with Google and to leverage our position in the payment ecosystem," commented Stephen Buechner, EVP e-payments at Ingenico Group. "This cooperation demonstrates our ability to continue to simplify payment for merchants while helping them to easily and securely expand across borders. Backed with our global coverage and local expertise, the Export Accelerator will help them to efficiently create new connections with new customers and scale up their business."***

***"The Export Accelerator is a great way to help Belgian businesses to grow online. Businesses that invest in online grow twice as fast as companies that don't. It's our goal to inspire as many Belgian entrepreneurs as possible to make use of the opportunities provided by the web. There are 11 million consumers in Belgium; the 2.5 billion potential consumers worldwide provide a huge export opportunity. This collaboration with Ingenico Group will make it easier for Belgian businesses to tap into that potential."*** said Thierry Geerts, country director Google Belgium.

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## About Ingenico Group

Ingenico Group (Euronext: FR0000125346 - ING) is the global leader in seamless payment, providing smart, trusted and secure solutions to empower commerce across all channels, in-store, online and mobile. With the world's largest payment acceptance network, we deliver secure payment solutions with a local, national and international scope. We are the trusted world-class partner for financial institutions and retailers, from small merchants to several of the world's best known global brands. Our solutions enable merchants to simplify payment and deliver their brand promise.

[www.ingenico.com](http://www.ingenico.com)  [twitter.com/ingenico](https://twitter.com/ingenico)

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