

Picard selects Ingenico Group's cross-channel payment solution

Today, Ingenico Group (Euronext: FR0000125346 - ING), the global leader in seamless payment, announced the launch of its tokenization solution for Picard Surgelés, the French market leader in frozen food. As part of the Group's cross-channel offer, this solution opens windows of opportunity to build customer loyalty.

Picard Surgelés now has access to a web interface which centralizes cross-channel payment transactions. Thanks to this statistical analysis data, the retailer can determine buyer profiles and analyze the effectiveness of a marketing campaign.

Emmanuelle Bazin, Director of Customer Marketing and e-Commerce at Picard Surgelés, stated: **"Picard is a brand dedicated to innovation and this solution fits perfectly with our customer insight strategy. Tokenization will enable us to improve our customer portfolio and provide personalized options based on our customers' buying behaviours and needs."**

"With this offer, Ingenico Group supports merchants in their customer relations performance all while maintaining high payment data security." Nicolas Brand, Head of Business Development at Ingenico Group, stated: **"We enhance the consumer cross-channel purchasing experience and help merchants gain customer loyalty. With tokenization, Picard Surgelés will be equipped to better serve its customers and improve its conversion rates and basket values."**

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.

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