

The partnership between Nexi and Izicap is strengthening: benefits for Italian Local Merchants

*Nexi's SmartPOS is now equipped with the Izicap app
for the SMEs to create Loyalty Campaigns for their customers.*

Local Merchants will have a new digital solution to grow their business.

Milan, 29 June 2021 - Nexi, the leading PayTech in Europe, announces the strengthening of its partnership with **Izicap**, a Fintech specialized in innovative CRM & Loyalty solutions dedicated to Local Businesses, aiming to provide Italian SMEs with innovative digital marketing tools to increase their business.

Specifically, Izicap's app will be installed by default on Nexi's SmartPOS supplied to restaurants, bars, retail, food, clothing, and personal care stores, including hairdressers and beauticians: this audience represents 60% of Nexi's SmartPOS in Italy.

The solution will allow Merchants to launch Loyalty Programs directly from the payment terminal, easily & intuitively: they will have access to functionalities for better business management & access to useful information for loyalty activities, directly from the transactions carried out. Izicap allows Merchants to create marketing campaigns with constant monitoring of results to optimize sales, and with the possibility to manage promotions & coupons for their customers.

*"In this restart phase, Merchants need both to acquire new customers and to concretely build loyalty for existing ones. Together with Izicap we aim to offer Merchants, who need to restart after the pandemic, an easy-to-use all-in-one solution to make the most of customer data and to carry out targeted marketing campaigns - says **Giulio Vasconi, Head of Merchant Services Marketing of Nexi** - Digital tools are a powerful ally for businesses that need a boost to restart; we are convinced that digital payments and transaction data can be an important lever to support Merchants developing their activities".*

Being able to know the customer's transaction data and leverage on it to build marketing campaigns immediately & easily represents a unique opportunity for small Merchants to accelerate the restart and growth of their business.

*"We founded Izicap with the purpose of empowering Local Businesses with all the benefits of CRM & Loyalty programs - but without all the complications", explains **Miguel Mateus, Cofounder of Izicap**. We are giving SMEs the unique opportunity to turn payment data into powerful & actionable business insights to grow their revenues. Izicap turns the merchant's POS terminal into a powerful marketing tool; no changes needed within the Merchant's environment, no extra app for the cardholder either, as it is the payment card that identifies the cardholders every time they shop at their trusted merchants. During the Covid unprecedented Stop & Go times, the solution has proven to be more relevant than ever: Merchants that remained open and were already using the Izicap payment-based marketing solution performed 22 percentual points better in revenues than their unequipped counterparts."*

About Nexi

Nexi is the leading PayTech company in Italy, the reference point for the digital payments in the Country. The company, listed on MTA of Borsa Italiana, operates in strong partnership with ~150 partner banks: thanks to its end-to-end omni-channel technology connects banks, merchants and consumers with the aim of changing the way people and companies pay and collect money every day, thus accelerating the spread of digital payments and the transition to a cashless society, which is essential for the modernization of the Country. Nexi operates in three market areas: Merchant Services & Solutions, Cards & Digital Payments and Digital Banking Solutions.

Merchant Services & Solutions: Nexi, together with its partner Banks, serves c. 900,000 merchants;

Cards & Digital Payments: Nexi, together with its partner Banks, manages c. 43 million payment

cards; Digital Banking Solutions: Nexi manages c. 12.800 ATMs, c. 480,000 e-banking workstations and c. 900 million clearing transactions. In addition, Nexi, as a technological partner, developed the CBI S.c.p.a. open banking system, to which the main Italian banks have already adhered.

About Izicap

Izicap's mission is to help Local Merchants thrive, while giving them the power to compete against large retailers. We are effectively democratizing CRM & Digital Marketing, making it accessible to Local Merchants.

Thanks to its Card-Linked CRM & Loyalty platform, Izicap processes annually 1.8 billion payment transactions, and provides Local Merchants with unique insights to serve & retain their clients through a panel of digital marketing tools.

The Izicap solution is distributed in strong partnership with leading Banks & Acquirers across Europe. Today, more than 10,000 Local Businesses use the Izicap platform every day to develop their digital presence, increase consumers' stickiness & boost their sales.

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