

All set for growth: the heidelpay Group is becoming Unzer

- One strong brand that brings together all acquisitions under one roof
- Internationalisation and professionalisation through automated solutions and perfectly tailored platform integrations
- New office opened in Munich with 80 payment and retail experts
- Total transaction volume in excess of €7 billion processed in 2019

Heidelberg, September 21, 2020 – heidelpay becomes Unzer. The company is today proud to introduce a completely new brand identity. Many acquisitions have been completed in the last few years, including specialists from the fields of risk management, eCommerce, POS and mobile payments. The objective is now to bring all of these together under one strong umbrella brand. Performing this brand consolidation will also help the company project an image of a payment platform with comprehensive solution portfolio. At the same time, the new brand is an expression of a significantly more international alignment of the growth course.

"With the rebranding, we are sending out a clear signal into the payment world – to our employees, our customers and the market. Our diverse portfolio is finally organised under one clear and ambitious brand. We have been working very intensively over the last few months and have purchased several companies together with KKR. The merger of all these companies is reflected in the new brand," comments Mirko Hüllemann, CEO at Unzer. "As a payment service provider founded in Heidelberg, we are now taking the next logical step towards internationalisation. The new brand represents our vision here. It focuses on breaking new ground and offering innovative tech solutions, while at the same time keeping both feet firmly planted in the reality of modern business. We are keen to build on our many years of expertise, but will maintain the same sharp focus on the requirements of our customers. Our mid-term objective is to assume a position among the top three payment providers in Europe," adds Hüllemann.

The company recorded a transaction volume of more than €7 billion with the platform of the heidelpay Group in 2019 and currently employs around 600 people.

New solutions and new Munich office

There are also many new developments on the product side – including automated onboarding, multichannel-capable and tailor-made solutions for retailers of all sizes. Unzer is also focused on gaining an even stronger foothold in other sectors. Travel & mobility, digital goods, FinTech and consumer brands will therefore all enjoy even better solutions and products in the Unzer portfolio in future, as well as benefiting from perfectly tailored platform integration. Just last month, the company hired over 80 payment and trade experts from the Munich area for the new Munich office, which opened on September 1.

Further recruitments announced in all areas

The company has also announced other staff-related news, with many areas set to receive additional personnel. There will be changes at all levels, including management, as indicated by Dr. Axel Rebien (CFO): "We have a really fantastic team here at Unzer. Given our steep

growth curve, which is the result of both organic developments and the strategic acquisitions we have made, we need more employees from the tech and business world. Our new office in Munich with 80 new colleagues is just the start here. We will shortly be announcing new names in the positions of CPO and CCO which will likely surprise many in the market. Our growth plan is very ambitious. As well as recruiting the right people, which is our top priority, we are also engaged in ongoing discussions with companies that can strengthen our portfolio."

About Unzer

Unzer is a fast growing, innovative and modular platform for international payment transactions. Companies of all sizes and from all sectors rely on the data-driven, secure and perfectly tailored solutions to help them drive growth – whether online, mobile or at the point of sale. The modules, which are easy to integrate, cover the entire spectrum of payment management: from processing of various payment types, through automated analytics of customer behaviour and requirements, all the way up to integrative risk management.

Unzer was founded in 2003 as "heidelpay". As one of the pioneers in the sector, the company has repeatedly introduced groundbreaking innovations in and around transaction management over the course of the last 17 years. Over 600 payment experts and tech enthusiasts throughout Europe today work on helping retailers achieve sustainable growth in a dynamic market. KKR has been the majority shareholder in Unzer since 2020.

You can find more information at www.unzer.com