

Barclaycard Launches Next Generation Online Payments with SmartPay

- Payment gateway powered by Adyen to help EU retailers stake a greater claim of €77bn e-commerce market -

17th September – Barclaycard has today announced the launch of Barclaycard SmartPay, a secure online payment processing system designed to help European retailers compete with domestic retailers in foreign markets and reduce the number of transactions where the customer does not complete their purchase. Developed in partnership with global internet payment and e-commerce solutions provider Adyen, it will revolutionise cross-border e-commerce by offering a simpler, seamless payment experience to consumers.

Barclaycard SmartPay's next generation functionality offers a single payment gateway for large merchants' e-commerce shop windows, adapting language and currency to the origin of the paying customer. While ensuring an interruption-free redirect to the payments page, it also provides a diverse range of payment methods, helping retailers to meet the local consumer preferences for online transaction types across European countries which helps lower abandonment rates*.

According to recent figures** for Western Europe, e-commerce sales are expected to reach €77bn this year, and grow by a further 10 per cent per annum to tip the €123bn mark by 2015. Whether in traditional retail sales, leisure and travel or other key online sectors, Barclaycard SmartPay will enable merchants to take maximum advantage of the rapidly growing online sales market.

Paul Cook, Managing Director of Global Payment Acceptance at Barclaycard, said: "Consumers can quickly get frustrated at online check-out and abandon their purchase if the experience isn't straightforward or they can't select their preferred payment method. By simplifying the complex online transaction processes, Barclaycard SmartPay will make it easy for businesses to present a seamless, familiar payment environment to customers across the EU and, ultimately, increase conversion rates and confidence with previously unfamiliar websites."

Pieter van der Does, Chief Executive of Adyen, says: “The Adyen Internet Payment Solution has been designed to provide a scalable, flexible one stop platform for accepting Internet payments worldwide with one contract and one connection. The combination of our expertise and Barclaycard’s globally renowned brand offers merchants complete control over a payment platform they can trust and the opportunity to extend their online business across Europe.”

Barclaycard SmartPay is PCI DSS compliant and will protect customer transactions with a range of built-in fraud and risk tools. It integrates easily with shopping carts and existing e-commerce solutions, and will provide merchants with a live snapshot of all online sales activity via real-time management reporting***.

Paul Cook, adds: “Combined with a merchant’s own marketing data, Barclaycard SmartPay’s unique reporting capabilities will provide enhanced insight for consumer behaviour in unfamiliar markets and so further help them to compete in overseas markets from their home market.”

Ends

To contact the Barclaycard Press Office please call 01604 251229

Notes to editors

*According to research from Forrester, the most popular online shopping payment across the EU is credit cards (41%), but preferred payment methods vary by country from direct/payment cards to online bank transfers, credit cards or even PayPal. Source: European Technographics Retail, Customer Experience and Travel Online Survey, Q3 2009.

**Source: Forrester Research Inc; Internet Shopping Model, 1/10 (Western Europe), which does not include categories such as travel, cars and prescription drugs. It also does not include food and drink sales at a restaurant or fast food chain, consumer-to-consumer commerce, or gasoline sales.

***Barclaycard SmartPay will provide retailers with:

- Cross border transactions: Access to all relevant European payment methods
- Localisation: Completely customisable payment page for customers in different countries
- Real time information: Presented in a user-friendly way that includes showing the number of transactions from each country on a map of Europe (useful for focusing business and improving sales)

- Fraud MI: Monthly recommendation on fraud settings, based on analysis, with Fraud Control System part of the core offering
- Multi currency: Payments accepted in multiple currencies, with settlement in single and multi currency accounts
- Multiple payment options: Order of appearance of payment methods is flexible with the ability to turn specific payment methods on and off
- Next generation analytics: Providing daily and hourly turnover figures with RSS feeds direct to the merchant's desktop

About Barclaycard

Barclaycard, part of Barclays Global Retail Banking division, is a leading global payment business which helps consumers, retailers and businesses to make and accept payments flexibly, and to access short-term credit when needed.

The company is one of the pioneers of new forms of payments and is at the forefront of developing viable contactless and mobile payment schemes for today and cutting edge forms of payment for the future. It also issues credit and charge cards to corporate customers and the UK Government. Barclaycard partners with a wide range of organisations across the globe to offer their customers or members payment options and credit.

In addition to the UK, Barclaycard operates in the United States, Europe and Africa.

Key facts published in August 2010;

- number of UK customers: 11.1m
- number of International customers: 10.5m
- number of retailer/merchant relationships: 85,000

About Adyen

Adyen is the leading provider of global Internet payment and e-commerce solutions for mid, large and enterprise e-commerce merchants. Adyen's revolutionary Internet Payment Solution enables merchant to significantly increase online conversion by optimizing the online payment process. This "one-stop" solution can be implemented within days and connects companies to global customers through a growing offering of payment methods. To learn more, please go to www.adyen.com