



## **Betsafe Stacks Odds in its Favour with Next Generation Internet Payment Platform from Adyen**

*Internationally Renowned Online Gaming Provider to Boost Conversion Rates With Innovative New Payment Solution*

**EiG 2010, COPENHAGEN, 19<sup>th</sup> October, 2010** – Adyen, the leading provider of global Internet Payment and e-commerce solutions, has today announced at EiG 2010 that its payment platform has been chosen by Betsafe, one of the leading suppliers of online gaming products in Northern Europe. Betsafe is implementing the innovative solution from Adyen to increase international conversion figures and streamline the payment process for its customers.

Since its launch in 2006, Betsafe has established itself as one of the most trusted and reliable gaming companies in the industry, sponsoring and hosting large events such as *Gumball 3000* and the poker tournament, *Rigged in Riga*. The company offers its customers a wide selection of gaming products and required an online payment specialist capable of handling all its payments processes, with the functionality to support multiple banking channels.

“Adyen provides us with the flexibility and transparency to meet our global payment requirements,” said Olga Bencini, Payment Solutions Director at Betsafe. “By choosing Adyen we can be sure that our customers are able to use their credit cards on [betsafe.com](http://betsafe.com) without problems or obstructions.”

E-commerce has changed significantly since the turn of the century, and in a market that has been dominated by ‘first generation’ payment providers, Adyen specialises in offering truly next generation technology that addresses the needs e-commerce merchants have today. This means that merchants can have a fully PCI compliant payment solution via a hosted payment page, while still being able to maximize online conversion and retain complete control.

“We are delighted to be working with Betsafe, one of the most respected online gaming providers in the industry,” explained Roelant Prins, CCO, Adyen. “Adyen works with customers across a wide range of industry sectors, and we now look forward to bringing our fresh approach – one focused on simplicity, flexibility and high conversion rates – to online gaming.”

EiG visitors can meet with an Adyen representative between October 19<sup>th</sup> and October 21<sup>st</sup> to discuss this announcement or further details about the company, by

contacting James Kennedy at [james.kennedy@axicom.com](mailto:james.kennedy@axicom.com), or calling on +44 (0)20 8392 4091

For more information please visit Adyen's website [www.adyen.com](http://www.adyen.com) or via these links:

Twitter: <http://twitter.com/AdyenPayments>

LinkedIn: <http://www.linkedin.com/company/adyen>

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### **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](http://www.adyen.com)

### **About Betsafe**

Betsafe is today one of the leading suppliers of online gaming products in Northern Europe. Since the official launch in January 2006 Betsafe has established itself as one of the most trusted and reliable gaming companies in the market. Betsafe offers its customers a wide selection of innovative products such as poker, sports betting and casino games. To learn more, please go to [www.betsafe.com](http://www.betsafe.com)

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