



## **Badoo Chooses Single-Click Online Payments System from Adyen**

*Global Online Community to Benefit from Streamlined Payments Process*

**AMSTERDAM, December 20<sup>th</sup>, 2010** – Adyen, the leading provider of global Internet payments and e-commerce solutions has today announced that its innovative, single-click payment system has been adopted by Badoo, the world’s largest social network for meeting new people locally. Adyen will enable Badoo to streamline payment processes for its large and diverse online global community.

Badoo was launched in 2006 by a small international group of young, forward-thinking programmers and tech entrepreneurs. Their vision was to use the most advanced technologies available to create an elegantly modern, fast and easy way for people to meet new people in their area – and have fun doing it. The scope would be global, but adapted to local needs. Badoo needed an online payment specialist that could match its global ambitions, with flexibility to adapt to specific requirements of local markets and functionality to handle multiple banking channels.

“As a mobile and web-based technology company, Badoo has combined effective social networking and advanced Web 2.0 technologies to create the world’s largest social dating network that transcends local, national and international boundaries,” explained Bart Swanson, Chief Operating Officer, Badoo. “By utilizing cutting-edge technology such as Adyen’s simple, single-click payment platform, Badoo continues to innovate the traditional online dating market into a more integrated social experience.”

Adyen was created in 2006 by a team with extensive industry experience. The company has brought its fresh approach – one focused on simplicity, flexibility and high conversion rates – to a range of industry sectors in 2010, including online gaming, travel, retail and now online dating, a worldwide market estimated to be worth around \$4 billion. Adyen operates a hosted payment page that is quite unique. A redirect-based payment page means that Adyen can take full responsibility for PCI compliance, but at the same time merchants have complete control over the look and feel of payment pages, enabling maximum conversion.

“We are delighted that an innovator such as Badoo has chosen to implement our technology. Since the inception of Adyen we have strived to offer a truly next generation Internet payments service that addresses the needs of modern ecommerce merchants such as Badoo – primarily, streamlining processes and increasing conversion rates,” said Roelant Prins, Chief Commercial Officer, Adyen. “It

is an approach that evidently appeals and we have been very pleased with the growth, commercial progress and technological achievements made by Adyen in 2010.”

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 Badoo**

[Badoo.com](http://Badoo.com) is the world’s largest social network for meeting new people nearby with over 88 million users. It is a global, multi-lingual, location-based, “social dating” network, focused on chatting, flirting and meeting new people.

First launched in Spain in 2006, it is now one of the leading "social dating" sites in France, Italy, Spain and Latin America, used by Guys and Girls in over 200 countries worldwide in 18 languages. To learn more, please go to [www.badoo.com](http://www.badoo.com)

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