



## **Adyen expands global footprint by adding local payment options across four continents**

*Local payment methods now supported in Europe, Latin America, USA and Asia*

**Gamers Developer Conference, San Francisco, 28<sup>th</sup> February, 2011** – [Adyen](#), the fast-growing provider of next generation Internet payment solutions, has today announced that its innovative payment platform now accepts local payment methods across four continents. In the past nine months, Adyen has expanded its global reach by adding a variety of new payment methods to its platform in the USA (ACH) , Canada (Interac Online), Latin America (local cards like Hipercard, Aura and cash based payment methods like Boleto Bancario, PagoFacil and Servipag), Russia (Webmoney and Yandex) and the market leaders Alipay and Tenpay in China.

Realizing the impressive growth momentum of the emerging markets in Asia and Latin America, Adyen was quick to respond and open these markets to its merchants. Adyen approached the differing local requirements proactively and is now, for example, one of the few global payment service providers having a direct relationship with local acquiring banks in Latin America.

“Adyen has been instrumental in rolling out our service in over 30 countries so far. We have been adding new countries every few weeks and needed a partner that is able to react quickly to the ever advancing requirements that we have,” said Daniel Glasner, Groupon Germany Managing Director. “The Adyen solution enables our customers to be flexible in paying, by adapting to local requirements, which in turn increases our profits and customer retention.”

Going forward, Adyen continues to focus on further developing its global coverage. With ecommerce growth rates ranging from 40% in Brazil to 90% in China, these emerging markets are very important growth areas for Adyen's international customer base.

“The payment culture across the world is diverse and poses multiple challenges for merchants who seek to expand their business internationally. In Latin America, for example, cash and alternative offline payment methods are very common. In combination with shorter expiration dates, longer settlement periods and difficult reporting, handling the payments in these countries is further complicated. We at Adyen see it as our role to help our merchants succeed by having the most appropriate approach to each local market. ” explained Roelant Prins, Chief

Commercial Officer, Adyen.

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 merchants 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)

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