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Adyen Opens for Business in Latin America

Fast-growing payment service provider sets up office in Brazil; Actively seeking local and international partners

SAO PAULO, BRAZIL, October 18th, 2011 – [Adyen](#), the fastest-growing provider of next generation Internet and mobile payment solutions, today announced the opening of a new Latin America office in Sao Paulo, Brazil. Persistent growth in many Latin American markets, coupled with a rising demand for international payment processing makes it an attractive prospect for Adyen, who is now actively seeking additional local and international partners in the region.

Adyen's Latin American office will be led by Jean Christian Mies, who joins from Formel D do Brasil, where he was responsible for heading up commercial operations. Adyen's expansion into Latin America is a direct result of the company's large customer and partner network, which will support the move. One such customer is Getty Images Latin America, a regional provider of digital content dedicated to creating and distributing a wide variety of material; from royalty-free stock photographs and editorial images to film clips, music and multimedia. In Latin America, Getty Image's mission is to provide the widest range of high quality products and services to make its clients' jobs easier and more effective. Essential to this streamlined service is an efficient ecommerce platform.

"Our [website](#) needs to work well and it needs to be simple as our customer's usually have very strict deadlines and need images quickly," said Juan Casadoumecq, CFO, Getty Images Latin America. "We have worked with Adyen since the beginning of our e-commerce implementation and our clients in the Caribbean, North America, Mexico and Argentina are able to pay and download pictures safely and easily, any time of the day or night, thanks to Adyen."

The pace of e-commerce growth in Latin America has resulted in a number of issues associated with online transactions, when certain payment methods were not supported and non-Latin American banks still handled the bulk of payment processing. Adyen has worked to develop a local offering, with direct connections into multiple acquiring banks in the region, including the likes of Cielo and Redecard, to ensure that these issues have been addressed. Connections have also been established with partners in Peru, Argentina and Chile.

"The opening of an office in Latin America is a momentous move for Adyen," explained Roelant Prins, CCO of Adyen. "The speed with which people have been taking to the Internet in this part of the world and the pace of economic growth have been particularly striking. We have taken our time to develop a winning proposition and are hiring local professionals with a deep understanding of Latin American markets. We are looking forward to working with new customers and building new relationships in the region."

Adyen's payment platform utilizes innovative skin technology to enable customers to seamlessly integrate the payment solution into their website or mobile application.

Additionally, the technology drives significantly higher conversation rates by processing payments on a single screen with a single click and features comprehensive fraud control and reconciliation functionalities.

For more information, please visit www.adyen.com or on [Twitter](#) or [LinkedIn](#).

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

About Getty Images Latin America

Getty Images Latin America is a regional provider of digital content dedicated to creating and distributing a wide variety of material; from royalty-free stock photographs and editorial images to film clips, music and multimedia products which help communicators worldwide tell their stories. To learn more, please go to www.gettyimageslatam.com

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