

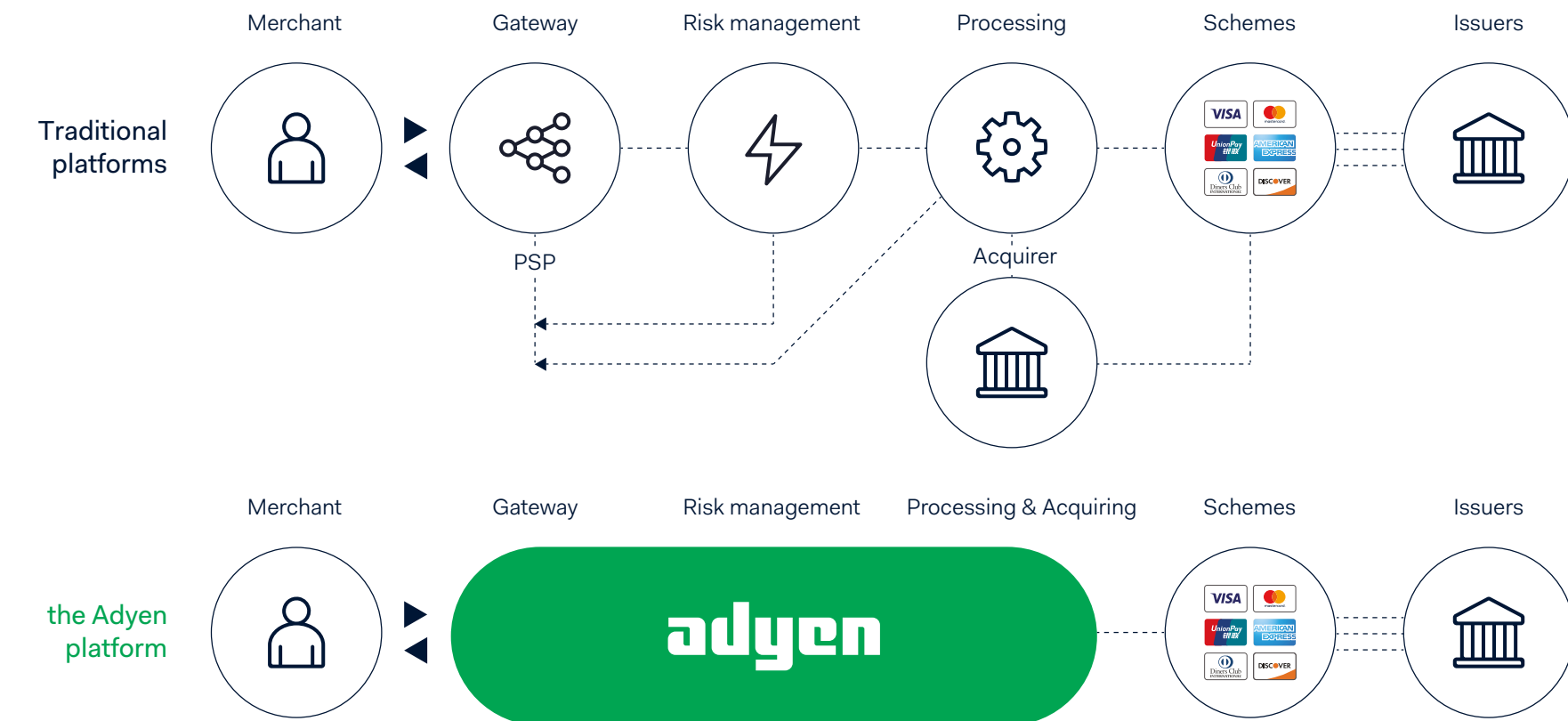


## At a glance

Adyen was founded in 2006 by a group of entrepreneurs, including Pieter van der Does and Arnout Schuijff. The existing payments technology consisted of a patchwork of systems built on outdated infrastructure. With the aim of helping businesses grow, the co-founders set out to build a platform capable of meeting the rapidly evolving needs of today's fast-growing global businesses.

Adyen's founding team called the business Adyen – Surinamese for “Start over again” – and focused on building a modern infrastructure directly connected to card networks and local payment methods across the world, allowing for unified commerce and providing shopper data insights to merchants. The Adyen platform enables merchants to accept payments in a single system, enabling revenue growth online, on mobile devices and at the point of sale.

## The Adyen value chain



## From financial commodity to strategic technology



Single platform across channels and geographies



Large global market opportunity



Trusted partner of many of the world's leading companies



Profitable growth at scale



Multiple avenues for growth defined by merchants' needs



Strong focus on culture

## Benefits of our single platform



Global platform with local payment methods, acquiring and expertise



Data centric platform helps maximize revenue while minimizing risk



Unified commerce across channels



Membership to ongoing innovation