

Now Part of Everyday Life: Yapital Signs Contract With REWE

Written by Australian Business

LUXEMBURG, September 12, 2013 /PRNewswire/ --

Roll-out of Yapital, the new cross-channel payment, across all outlets of REWE Markt GmbH and all toom consumer markets until the end of the year. More markets to follow.

Just a few months after its introduction, Yapital reaches the everyday life: By the end of this year, Yapital will be available nation-wide as a means of payment in grocery stores across Germany

. REWE Group, a leading retail- and travel group, today signed a contract with Yapital Financial AG for the roll-out of Yapital across its REWE food retail stores and toom consumer markets, starting in November 2013

With Yapital, REWE customers will be able to pay with their Smartphones, by simply scanning a QR-code with their Yapital App at the stores check-outs to complete payment instantly.

" REWE's choice to co-operate with us is a milestone in our company goal of establishing Yapital as a convenient way to pay and buy across all channels", says Nils Winkler, Chairman of the Board of Yapital: "This is a big break-through for contactless payment in stationary retail. From now on, electronic cross-channel-payment will be a part of the everyday life".

Lionel Souque, member of the REWE Management Board and in charge of full range national German retail activities: "At REWE, we always strive for innovative ways to further improve the

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shopping experience for our customers. That's why the new possibility of cross channel payment with Yapital is a very good fit for us."

Press release issued by

Yapital Financial AG

5 Rue Eugène Ruppert L-2453 Luxembourg

About Yapital Financial AG

Yapital is the first European cashless cross-channel payment solution for all channels: stationary, mobile, online and by invoice. It is easy, fast and secure to use: after registering online, the user can immediately send and receive cash via all channels using the Yapital payment solution.

For business customers, Yapital is a guaranteed payment solution, providing process reliability and reducing administrative costs. Yapital also covers all business and service channels, enabling marketing channels to become sales channels. This means business customers can use Yapital not only to reduce costs but also to unlock sales potential at the same time.

In 2011, Yapital was established as a wholly-owned subsidiary of the Otto Group. Yapital Financial AG is licensed in Luxembourg as an electronic money institution.

You can find out more about Yapital at: <http://www.yapital.com>

About the REWE Group

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The cooperative REWE Group is one of the leading trade and tourism groups in Germany and Europe

. In 2012, the company generated a total external turnover of around 50 billion euros

. REWE Group, founded in 1927, operates 15,500 stores with 327,000 employees in 13 European countries. In 2012, around 226,000 employees generated sales totalling 36 billion euros in about 11,000 stores in Germany

.
Our sales lines include supermarkets and consumer stores under the REWE, REWE CENTER, REWE CITY, toom and BILLA brands, the PENNY discounter brand, toom Baumarkt DIY stores and B1 discount DIY stores, and the ProMarkt consumer electronics stores. Under the umbrella of DER Touristik, tourism includes the tour operators ITS, Jahn Reisen and Tjaereborg, as well as Dertour, Meier's Weltreisen and ADAC Reisen, and the business travel division FCm Travel Solutions with over 2,100 travel agencies (including DER Reisebüro, DERPART), and the hotel chains Iiti hotels, Club Calimera and PrimaSol Hotels, and the direct tour operator clevertours.com.

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