

Press Release

19 December 2013

## **MasterCard and Paynova cooperate for the launch of the MasterPass in the Nordic region**

**MasterCard has chosen Paynova as the first service provider in the Nordic region to launch MasterCard's digital platform MasterPass. This takes Paynova one step closer in meeting the consumers for increased customer loyalty and customer conversion.**

Paynova's offering of innovative and flexible solutions for e-payments is strengthened with MasterPass in the product portfolio. By partnering with MasterCard, Paynova can offer merchants a "Buy with MasterPass" button on their website, which means simpler card payments where the number of steps in the payment process is reduced. This improves the customers' shopping experience and thus helps to increase customer loyalty and customer conversion of trader.

MasterPass is a digital wallet platform that enhances the shopping experience by allowing the consumer to store, in addition to their MasterCard cards, other bank credit - and prepaid cards from other card brands and shipping addresses. Consumers are greeted by the "Buy with MasterPass" button at the merchants that offer the service.

For more information, see press release from Mastercard:

<http://www.mynewsdesk.com/se/mastercard/pressreleases/nordea-seb-och-swedbank-foerst-i-sverige-med-att-lansera-digitala-plaanboecker-baserade-paa-masterpass-fraan-mastercard-942844>

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### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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### **ABOUT PAYNOVA**

Paynova is a leading provider of payment solutions for e-commerce. The company offers a basic service and a number of optional services, and caters primarily to major e-merchants. Most of the customers are found in the prioritized segments travel and retail. The company has been listed on NGM Equity since February 2004. For more information, visit [www.paynova.com](http://www.paynova.com)