



## Nexi: in-store mobile payments rise 122% in 2021

*Number of Nexi cards registered on mobile payments apps up by 50%*

*The most innovative digital collection solutions become more widespread:*

*54% of merchant customers of Nexi partner banks have activated PayByLink*

*and 32% have equipped themselves with a mobile POS.*

*Easy Delivery and Easy Calendar +85%*

**Milan, 24<sup>th</sup> March 2022** – Nexi recorded a **122% increase in in-store mobile transactions using smartphones** in Italy in 2021. The PayTech, which last year processed around 70% of all mobile in-store transactions in the country, has indeed been driving the development of a sector that has grown in Italy by **106%** reaching a **value of €7 billion**, as confirmed by the data published today by The **Innovative Payments Observatory of Politecnico di Milano**.

**86% of this amount**, up from 84% in 2020, came from purchases made with card virtualization apps, such as **Google Pay, Samsung Pay and Apple Pay**, proving that these solutions are the preferred and most widely used ones for in-store mobile payments. Further confirmation of this is the **50% growth of Nexi cards** registered on these mobile payment apps.

2021 also saw a major increase in the use of the more innovative digital collection solutions - **54%** of merchant customers of Nexi's partner banks activated **PayByLink**, the service that allows them to use email or social media to send their customers a payment link. **32%** of merchants equipped themselves with a **Mobile POS**, a device that enables immediate POS-smartphone pairing, which can be used on iOS and Android devices. There was also an **85% growth** in the adoption of **Easy Delivery** and **Easy Calendar**, solutions that make it possible to receive orders and payments via social media and to create a digital calendar to make appointments and then pay either remotely or on site.

These figures testify to the fact that both individuals and businesses increasingly prefer highly innovative payment and collection tools that guarantee more speed, convenience and security, at a moment when digital payments are growing constantly - **the number of transactions made with Nexi cards in 2021 in fact grew by 28% on 2020**, with a sharper acceleration in the last quarter of the year **(+30%)**.

### Nexi

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Nexi is Europe's PayTech company operating in high-growth, attractive European markets and technologically advanced countries. Listed on Euronext Milan, Nexi has the scale, geographic reach and abilities to drive the transition to a cashless Europe. With its portfolio of innovative products, e-commerce expertise and industry-specific solutions, Nexi provides flexible support for the digital economy and the entire payment ecosystem globally, across a broad range of different payment channels and methods. Nexi's technological platform and the best-in-class professional skills in the sector enable the company to operate at its best in three market



segments: Merchant Services & Solutions, Cards & Digital Payments and Digital Banking & Corporate Solutions. Nexi constantly invests in technology and innovation, focusing on two fundamental principles: meeting, together with its partner banks, customer needs and creating new business opportunities for them. Nexi is committed to supporting people and businesses of all sizes, transforming the way people pay and businesses accept payments. It offers companies the most innovative and reliable solutions to better serve their customers and expand. By simplifying payments and enabling people and businesses to build closer relationships and grow together, Nexi promotes progress to benefit everyone.  
[www.nexi.it/en](http://www.nexi.it/en) [www.nexigroup.com](http://www.nexigroup.com)

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