

nexi

Nexi Tone of voice

March 2022

The image shows a modern glass skyscraper with a curved facade. The word "nexi" is displayed in large, blue, 3D-style letters on the top edge of the building. The sky is blue with some light clouds. In the foreground, there are two teal-colored circles of different sizes and a large blue semi-circle on the left side of the image.

What is the Tone of Voice?

We could call it our style, personality, and way of dealing with our stakeholders.

Like people, companies can be identified by how they present themselves, the language they choose and the approach to the topics they deal with.

Using an proper tone of voice means finding that link that gives harmony to the communication and makes the company be perceived as a close reality, with which you can connect and communicate without many boundaries and that can speak to distinguish itself from competitors or other companies in the same market.

Let's look together at what Nexi's tone of voice is, starting with:

- 1. Strategic positioning**
- 2. Ambition**
- 3. Purpose**

Our Tone of Voice represents who we are

STRATEGIC POSITIONING: Our Position + Role in the Market

We are The European PayTech with the scale, the capabilities and the proximity to provide the simplest, fastest and safest payment solutions, to People, Businesses and Financial Institutions.

AMBITION (Our What): our business in the foreseeable future

We want to shape the way people pay and businesses accept payments, by offering to our customers the most innovative and reliable solutions, thanks to our scale and to the competence and energy of our people.

We will drive the transition to a cashless Europe by making every payment digital because it is simpler, faster and safer for everyone.

PURPOSE (Our Why) our reason to exist in the society, beyond timeframes and business.

We drive progress by simplifying transactions and by empowering people and businesses to enjoy closer relationships and prosper together.



How the Nexi brand speaks

We shape the future **INNOVATION:**

We are the European PayTech: we have to represent ourselves and communicate in an open and modern way.

We live for Customers **CUSTOMER CENTRICITY:**

Focusing on customers also means considering their point of view and communicating with them while avoiding taking what we say for granted.

We are reliable, always **HEAT AND AUTHORITY**

The way we communicate has to convey a sense of harmony between proximity and internationality, between empathy and solidity.

We make it simple **SIMPLICITY:**

Speak and write simply, avoiding legal, bureaucratic jargon and technical terms.

We are Nexi **INVOLVEMENT**

We lead our stakeholders into the world in which we operate through our words and images, conveying the passion we put into all the things we do.

Three simple rules for writing in Nexi style.

1

Place yourself in the reader's shoes

Organize text by paragraphs to enhance readability.
Use appealing wording to convey the passion we have for what we do.

2

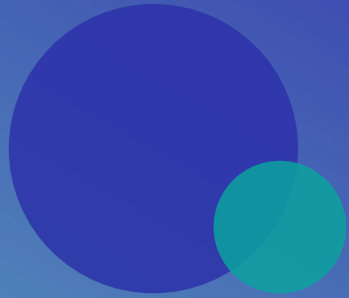
Simplicity and clarity "Write as you speak."

A good idea has little value without some editing. You have to keep the language simple so that everyone can understand it easily. Understanding becomes synonymous with respect. And it's respect that pays off. Always.

3

Synthesis, not only brevity

Synthesis is not just brevity but knowing how to extract the gist of the news and stimulate the desire to read it.



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