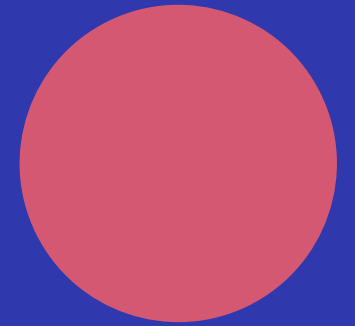


# Winning in Issuing Solutions

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*Torsten Hagen Jørgensen*



*Alessandro Piccioni*

# Key messages for today

## Market overview

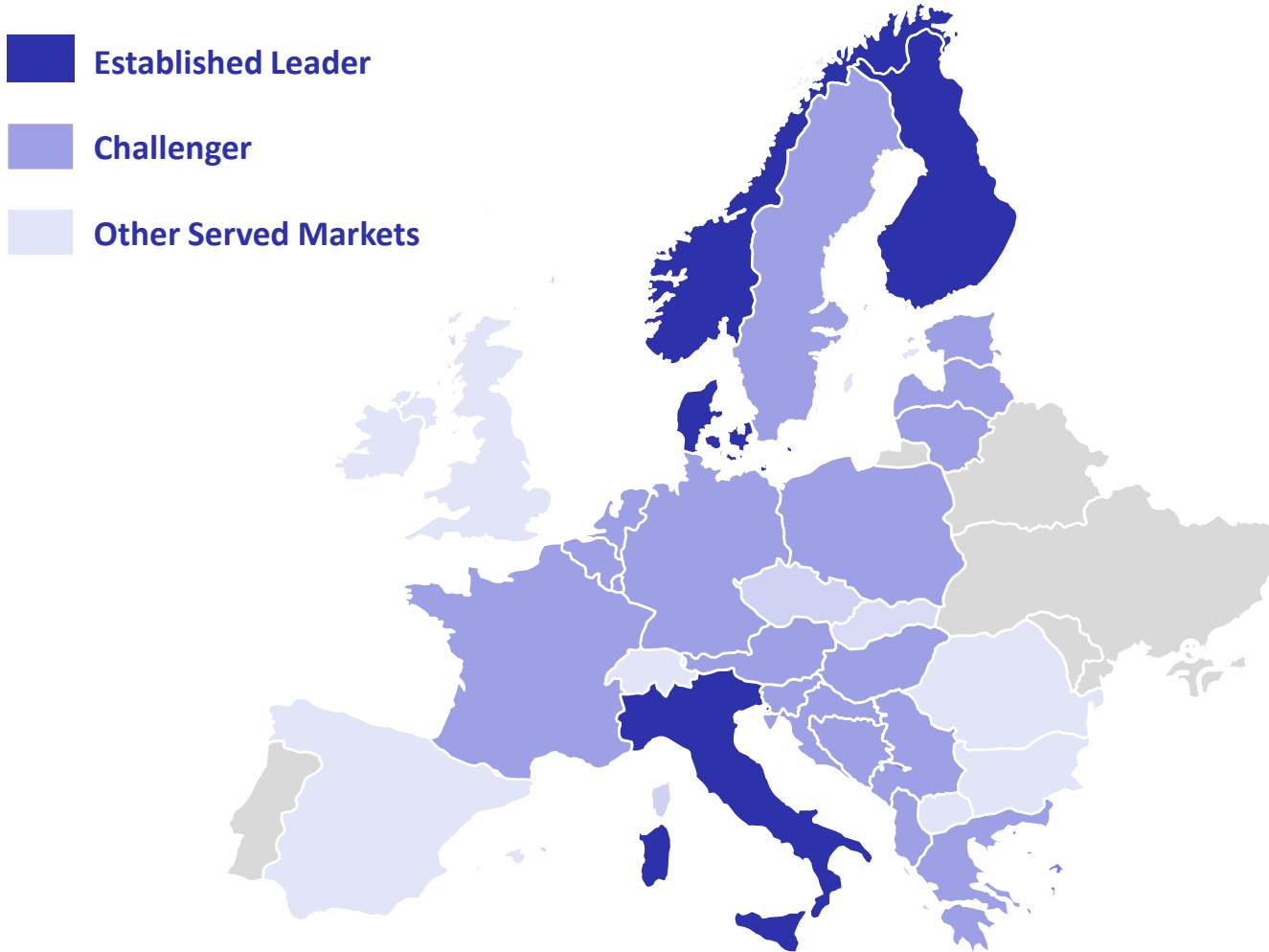
- **Exposure to attractive markets**, with strong headroom for growth
- **Nexi pan-European footprint**, with >250 Financial Institutions covered
- **Comprehensive Advanced Digital Issuing solutions**, with full value chain coverage

## Issuing strategy pillars

- **Win new customers in Europe:**
  - **Bank customers on digital processing** across Europe, leveraging unique platform agility
  - **Corporates/FinTechs** and **medium/smaller Banks**, through Nexi unique **Payments-as-a-Service** proposition
- **Grow customer base value by:**
  - Upselling **modular VAS** proposition on **Banks** customer base
  - Upgrading **medium/smaller Banks** to Nexi unique **Payments-as-a-Service**

# Pan European footprint and market coverage in Issuing

## Nexi Group Issuing footprint



## Key figures



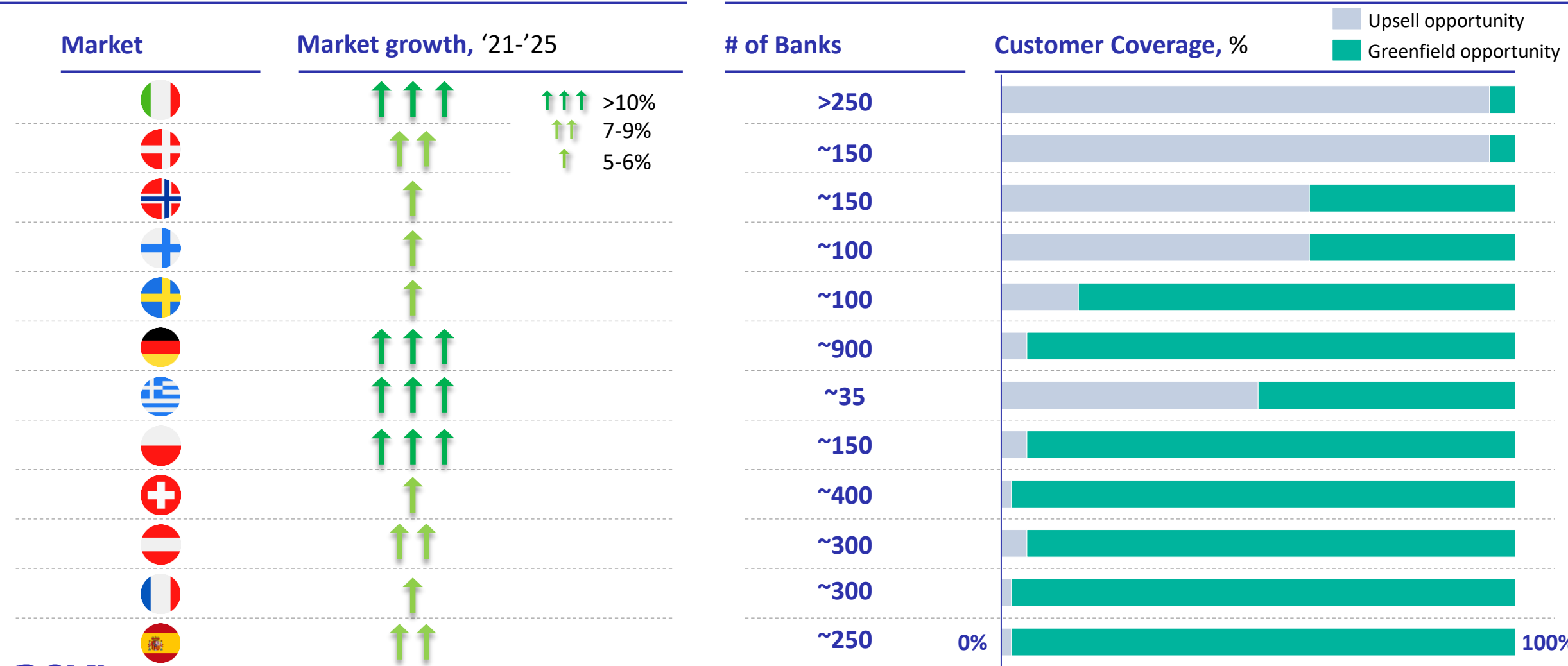
# Diversified and loyal customer base of >250 Financial Institutions



# Relevant headroom for growth in volumes and customer acquisition

Exposure to attractive markets  
with strong growth of digital payments

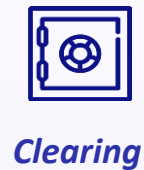
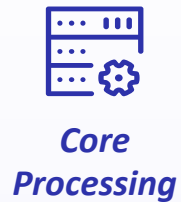
Significant commercial opportunities  
in a fragmented banking landscape



# Comprehensive Advanced Digital Issuing solutions with full value chain coverage

## Advanced Digital Issuing

### Digital Processing



National Debit Platforms Management

### Value Added Services

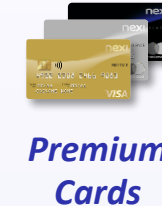


#### CVM



### Payments-as-a-Service

#### Products and Services



#### Comms & Brand Mgmt



Multiple European markets



Italy, ready for international expansion

Value per card managed

# Clear strategic focus to win in Issuing Solutions

Customer Segment	New Customers	Current Customer Base
Large Banks	Win New Deals on Digital Processing	Upsell Digital VAS propositions
Medium/ Small Banks		
Fintech/ Corporates	Win New Customers on Payments-as-a-Service propositions	Upsell Payments-as-a-Service propositions

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# Strong pipeline and recent track record of new Customer Wins...

## Recent wins

- **Co-branded Cards** for retailers clients of large Banking Group
- **Digital first card solutions** for Fintech
- **Retail cards** for Consumer Finance player
- **Retail cards** for retailers clients of large Bank
- **Retail cards** for Fintech
- **Issuing of gift cards** for digital marketplace
- ...

>30€M/year incremental revenues

## Active prospects discussions

- **Digital Processing across multiple EU countries** for large Banking Group
- **BNPL solutions across multiple EU countries** for captive Bank of Retailer
- **Automated clearing system** for Banking Group
- Issuing of **Debit Cards** for large Bank
- **Authorization, processing and selected VAS** for large Bank
- **Full suite of Issuing products** for new consolidated Banking Group
- ...

>180 active prospect discussions

# ...powered by innovative and agile Digital Processing platform

Focus next page

## UNI platform as driver of both innovation agility and efficiency



Full authorization,  
clearing, and scheme  
settlement platform



Cloud-ready  
technology



API-driven  
services



Real time  
access to data



Flexible multi-  
scheme processing



Modular  
offering



Competitive,  
transparent and  
predictable pricing



Best-in-class  
performance  
(+99,99% uptime)

## Key customers

Nordea

S'banken

Handelsbanken

DNB

SpareBank 1

POP Pankki

eika.

LUNAR<sup>®</sup>

# Lunar – Rethinking the banking experience leveraging our superior Digital Processing

## Customer needs

- 1 **Keep control** of the Bank and product development
- 2 **Technological maturity** and well documented API suite
- 3 **Free up the Bank from security scope** and effort
- 4 **Onsite resources** enabling easy integration & committed collaboration

## Nexi Solution



**Card processing services**  
incl. Digital Lifecycle Management (e.g., virtual cards, Pin services, ...)



**Frauds and disputes management**



**Account management and eSignature services**



**Card design customization**



**100% Digital Banking Experience**



**Innovative mobile payment solutions** fitting Lunar users' lifestyle



**Agile Implementation** with 7-month time to market



**Secured and PCI DSS compliant solution**

Key results

nexi

## ABOUT LUNAR

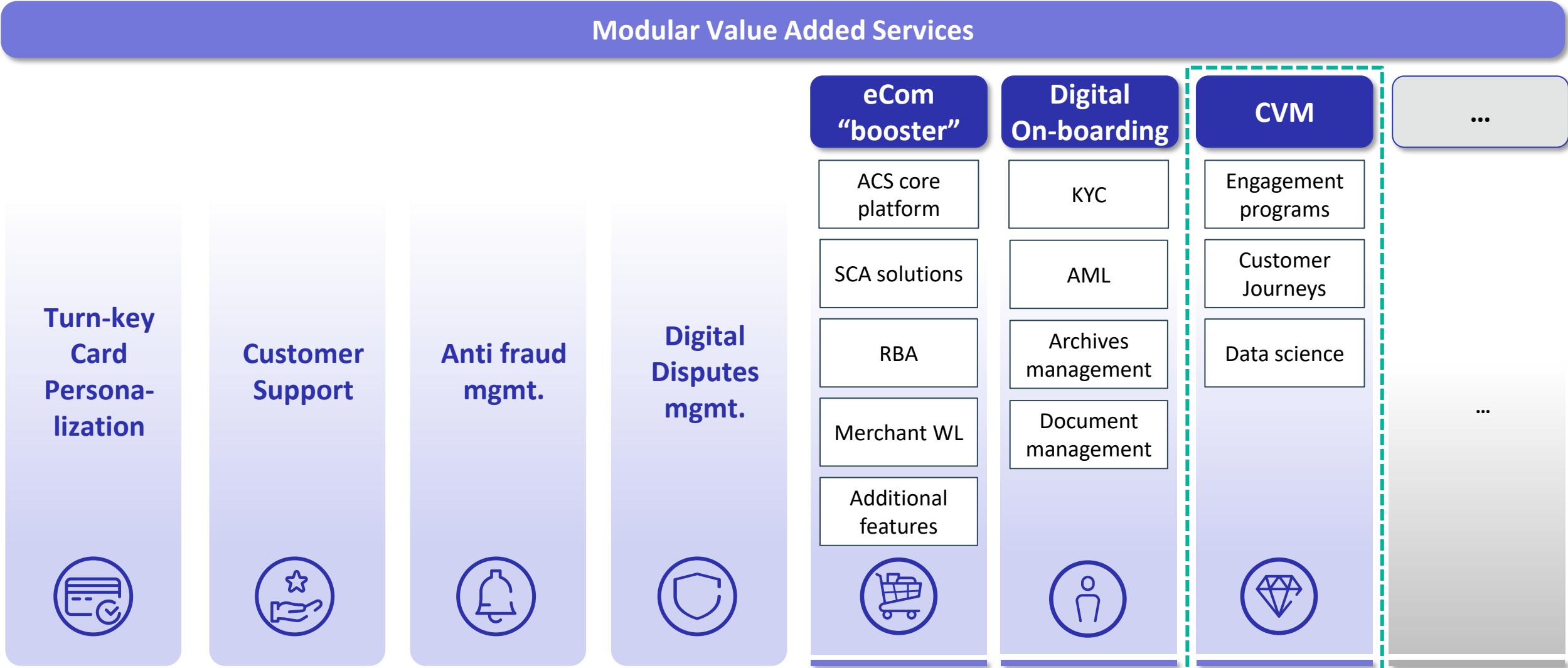
- Neo-bank established in Denmark in 2015
- 100% digital value proposition, offering mobile first banking services
- Over 500K users in Denmark, Sweden and Norway



**LUNAR®**

# Grow Customer value on top of Digital Processing through Value Added Services

Focus next page




# Intesa Sanpaolo – CVM upsell: reward transactional instant win


## Customer needs


- 1 **Generate daily Customer's interactions** with Intesa via the Intesa Sanpaolo Reward App
- 2 **Real time engagement** to reward in the moment of payment
- 3 **Create** multiple mechanics to drive **behavioral engagement**
- 4 **Create digital stickiness** and increase customers' NPS

## Nexi Solutions

  
**Digital Instant Win**  
based on number/type of customer's card transactions

  
**E2E solution**  
from co-design to go-live and activation

  
Creation of a data-driven, configurable **transactional instant win engine**

  
**API integration** in the ISP reward App to boost the Intesa Experience and UI

  
Adjustable **data driven algorithm**

**+27%**  
Enabled customers

**180K**  
Instant-events/week

**+260%**  
Participants' growth

**+29%**  
Processed transactions/day

Key results

**nexi**





## ABOUT INTESA SANPAOLO

- Intesa Sanpaolo is the Italian leader in all banking business sectors (retail, corporate and wealth management)
- ISP serves 13.5 million customers with a network of about 3,700 branches
- €35.6 bn market capitalization (as of 30th June 22)



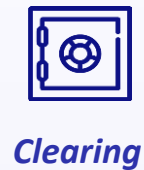
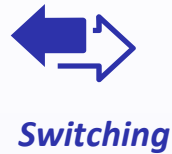
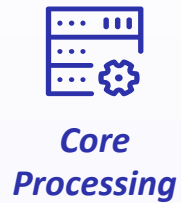
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# Comprehensive Advanced Digital Issuing solutions with full value chain coverage

## Advanced Digital Issuing

### Digital Processing



National Debit Platforms Management

### Value Added Services

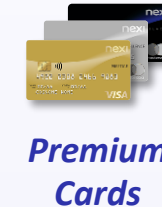


#### CVM



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#### Comms & Brand Mgmt

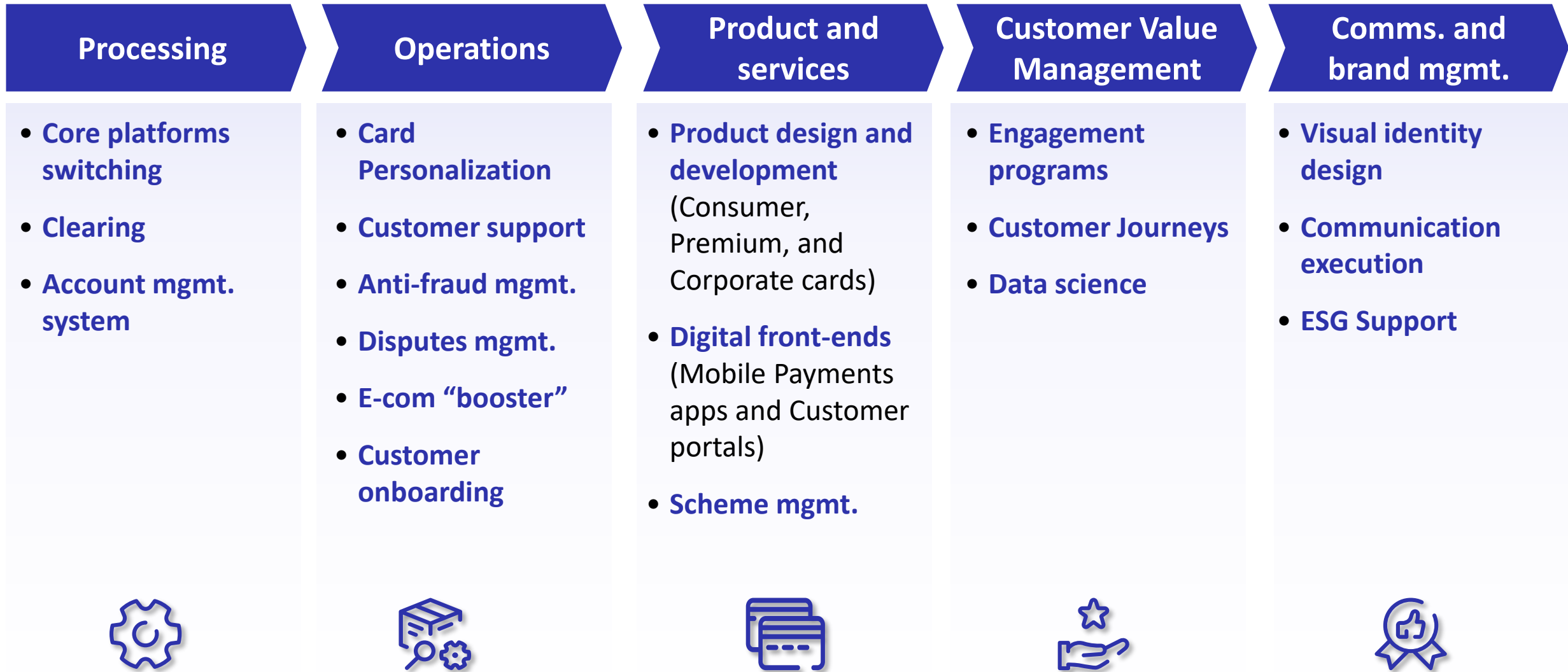


Multiple European markets

Italy, ready for international expansion

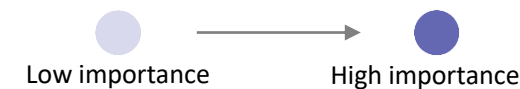
Value per card managed

# Unique Payments-as-a-Service business model...





# ...with clear benefits for all type of clients



## Key benefits of Payments-as-a-Service proposition...

## ...for all client segments

		Banks	Fintech	Corporates
Effectiveness	State of the art <b>Innovation</b> and unique <b>Time to Market</b>	●	●	◐
	<b>Customer Value</b> increase and lower churn	●	◐	◐
Efficiency	<b>Reduction of complexity</b> over E2E Issuing Value Chain	◐	●	●
	<b>Cost efficiency</b> leveraging Nexi scale	◐	●	●
	Best in class <b>Stability</b> on critical services	●	●	◐
Specialized turnkey <b>Regulatory</b> activities management		◐	◐	●

# Payments-as-a-Service model serving 150+ Banks in Italy

**Allianz Bank**  
Financial Advisors

**FIDEURAM**  
INTESA SANIMOLO PRIVATE BANKING

**BaPR**

**illimity**  
BANCA OLTRE LA FORMA

**MONTE DEI PASCHI DI SIENA**  
BANCA DAL 1472

**BANCA POPOLARE DI BARI**

**Sant'Angelo**  
POPOLARE. SICILIANA.

**MEDIOBANCA**

**SPARKASSE**  
CASSA DI RISPARMIO

**nexi**  
every day, every pay

**BANCA DI ASTI**  
CASSA DI RISPARMIO DAL 1842

**mediolanum** **BANCA**

**bancaetica**

**CheBanca!**

**CASSA CENTRALE BANCA**  
CREDITO COOPERATIVO ITALIANO

**BANCA GENERALI**

**Civi Bank**  
La Banca per il NordEst

**CA**  
**CRÉDIT AGRICOLE**

**BANCA DI PLACENZA**  
LA NOSTRA BANCA

**Banco Desio**

**Banca Popolare di Sondrio**

**BANCA CAMBIANO** 1884  
SOCIETÀ PER AZIONI

**B**

**Z**

**ZURICH**

**BANCO BPM**

# Nexi Debit showing great traction, with further growth potential

## Key product capabilities

- Full **turnkey card management**
- Full **SCA solution** for eCommerce
- **Advanced antifraud**
- **International** usage also for cash-out
- **Advanced digital properties**, including card management app (**NPS: >60**)
- Integrated **engagement program**
- Clear **value levers for the Banks**
  - Domestic or obsolete cards replacement
  - Business cards upselling
  - Current account native bundling



## Key results

**~2.1M** Cards, 2021      **>140%** CAGR '19-'21

### 20+ Banks enabled



# CheBanca! - PaaS upselling for a Digital Bank

## Key products and services offered



### Full Card Portfolio

(credit, debit, prepaid)



**Sales wizard on Bank's properties** with Nexi product catalogue



**New digital features developed ad hoc for the Bank** (e.g., Digital card tracking)



### Deep API-based integration

with Bank back-ends



**Fully branded Bank website and app**

## Key results



**Higher value** generated for Nexi and CheBanca!

**+650K** cards

Migrated from Backbook



**Agile implementation** of Nexi solutions in almost 9 months



**Strong customer base**



**Enriched innovation roadmap**, enabling all latest features for clients



**Fully customized integration** and access to Nexi functionalities via API

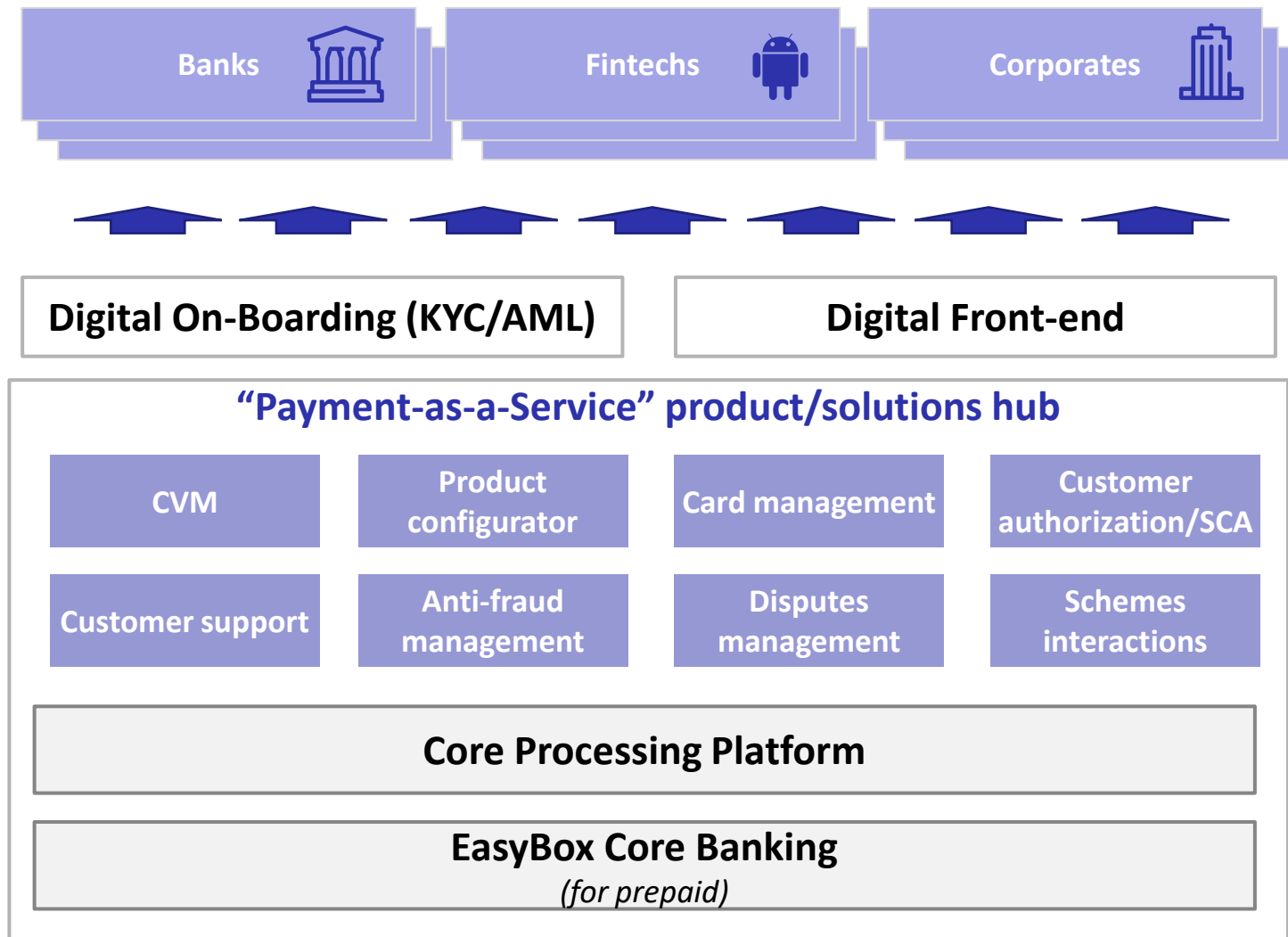
## ABOUT CHEBANCA!

- Mediobanca Group's digital Retail bank founded in 2008 focused on savings and investments
- Digital first proposition based on multichannel distribution model
- Highly competitive and extensive product portfolio
- Over 800K customers in the Italian market



# CheBanca!

# Creating best in class product platform for PaaS propositions, combining our leading existing capabilities



- **API-based** interfaces
- **Single processing back-bone** across the Group
- **Natively cross-country** (multi-language, multi currency, ...)
- **Re-usable product configurations** for fast time-to-market
- **Sandbox and testing environment** for Fintech



# GoHenry – Long term partnership on PaaS proposition for a winning Fintech

## Customer needs

- 1 Build **personalized solutions** for kids and families
- 2 **Accelerate growth** in **key geographies** across Europe and US, with priority markets being Italy, Germany, France and Spain
- 3 **Drive revenue growth** with additional revenue streams and VAS

## Nexi Solutions



**Specific know-how** on young generations from YAP marketing and product design



**1:1 card personalization**



**Instant Issuing** Prepaid card



**Full digital** processing



**Online card management** platform



**Digital Customer onboarding** including KYC/AML

## ABOUT GOHENRY

- Prepaid debit card and financial education app helping 6-18-year-olds master money skills for life
- Over 2M customers in the UK, USA & through fully owned Pixpay in France and Spain
- Doubled revenues during pandemic, 42M\$ in 2021



# Winning in Issuing Solutions: key takeaways

## Market overview

- **Pan European footprint**, with >250 Financial Institutions covered
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## Issuing strategy pillars

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