



## Nets, part of Nexi Group, introduces Softpay

*Nets, part of Nexi Group, has launched Softpay – a new, innovative softPOS solution that enables merchants to accept contactless payments via Android smartphones and tablets*

*The largest retailer in Denmark, Salling Group, is the first merchant onboard, and the solution will be introduced progressively in other European countries, firstly across the Nordics.*

**Milan, April 14, 2022** – Together with Softpay.io, Nets has introduced the new and innovative softPOS solution, Softpay, that transforms Android smartphones and tablets into a contactless payment terminal without the use of additional hardware. The new solution is now being rolled out by the country's largest retailer, Salling Group, and Nets will progressively introduce the softPOS solution in other European countries, firstly in the Nordics. Earlier this year Nexi launched a similar solution in Hungary for business clients of UniCredit Bank.

Softpay is developed together with Danish based payment company, Softpay.io, and will provide merchants with increased flexibility and mobility. The solution enables the secure and simple processing of cashless payments at a mobile point of sale where the payment can take place exactly where the customer is - no longer being limited by where the cash register is placed.

Read the full press release from Nets [here](#)

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**Softpay.io** is a company focused on mobile payment applications which transform mobile phones and other Android devices into contactless payment terminals with PIN (SoftPOS / Tap-to-phone solutions). Softpay's solutions are approved by Visa, Mastercard and Dankort and are available for both large and small merchants in Europe and Americas. For further information see: [www.softpay.io](http://www.softpay.io)

**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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