

Nexi Group Joins Agentic Commerce Alliance to Shape the Future of AI-Driven Commerce

Nexi collaborates with leading commerce innovators to develop open, interoperable standards for autonomous agents and guide merchants into the future of commerce.

Milan, Italy – January 26, 2026 – Nexi Group, the European PayTech, today announced it has joined the Agentic Commerce Alliance (ACA), the world's only open initiative dedicated to ensuring agent-driven commerce remains accessible, secure, and beneficial for merchants of all sizes.

The Agentic Commerce Alliance brings together leading innovators to define how autonomous agents interact and collaborate in real commercial environments. As a member, Nexi will bring European scale, local payment knowledge and real-world experience in securing the transactional layer for AI agents to help develop open standards that enable trustworthy, interoperable agentic systems.

“Agentic commerce has enormous transformative potential, which can only be unlocked through an open, interoperable ecosystem built on common standards,” said **Roberto Catanzaro, Chief Business Officer of Merchant Solutions at Nexi Group**. “Nexi is committed to creating secure payment experiences for AI-driven commerce worldwide, evidenced through our work with key players including Google, Mastercard and Visa, ensuring that every agent-led purchase reflects real consumer intent.

“Joining the ACA further strengthens our commitment to European merchants and deepens our collaboration with global partners, ensuring the next generation of automated commerce tools empowers businesses to thrive in the new digital economy.”

Commerce is entering a new phase. While AI has supported workflows through recommendations and predictions, a new generation of autonomous agents can now understand context, coordinate across systems, and carry out meaningful tasks on behalf of merchants and buyers. However, without shared standards and open interoperability, autonomous agents cannot operate safely and consistently across systems, channels, and workflows.

The Agentic Commerce Alliance addresses this challenge by creating vendor-neutral, open standards that enable agents to work across platforms while respecting merchant control. The Alliance's principles emphasize human-first trust, customer-centricity, vendor neutrality, openness by default, interoperability by design, and global accessibility.

The Agentic Commerce Alliance operates on principles of openness and shared intelligence. It was initiated by Shopware as a natural extension of years of open commerce architecture and applied AI development.

“Without open standards, discovery and choice risk being controlled by closed platforms. With them, agents can recognize trust, service, and expertise – ensuring merchants of all sizes remain visible, maintain direct customer relationships, and stay competitive,” said **Stefan Hamann, CEO of Shopware and Agentic Commerce Alliance initiator**.

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About Nexi

Nexi is the European PayTech, operating in high-growth, attractive European markets and in technologically advanced countries. Listed on Euronext Milan, Nexi has the scale, geographical reach and capabilities to drive the transition towards a cashless Europe. With its portfolio of innovative products, ecommerce expertise and sector-specific solutions, Nexi provides flexible support to the digital economy and the global payments ecosystem through a broad range of channels and payment methods. Nexi continuously invests in technology and innovation, focusing on two key principles: meeting the needs of its customers together with its partner banks, and creating new business opportunities for them.

About the Agentic Commerce Alliance

The Agentic Commerce Alliance unites AI commerce experts to guide merchants into the future of commerce. As the world's only open initiative dedicated to shaping the technical, ethical, and operational foundations of agent-driven commerce, it ensures agentic commerce remains accessible, secure, and beneficial for businesses of all sizes. Learn more at agenticcommerce.org

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