## Nexi and ReFiBuy partner to enhance European Merchant discoverability for the Agentic Commerce era

*As AI shopping agents increasingly shape product discovery, the partnership brings ReFiBuy's Agentic Commerce Optimization system to Nexi's merchant network to ensure product catalogues are accurately evaluated and included by AI agents.*

**MILAN** and **RALEIGH, N.C. 17 September 2026 -** Nexi, the European PayTech, and ReFiBuy, the leading Agentic Commerce Optimization (ACO) platform, today announced a partnership to help European merchants remain competitive as consumers increasingly turn to AI to research and compare products.

According to Nexi's forthcoming survey report of approximately 28.000 consumers across eleven countries, **more than half** of all respondents have, within the last month, used AI to assist when they search, find and buy products and services online. This confirms that Agentic Commerce has already arrived and is changing how consumers shop online.

The product data that AI agents can access and interpret increasingly determines which products they understand and recommend. For merchants, this shifts the focus of optimization to the product catalogue. Retailers must optimize their catalogues for Agentic Commerce to ensure they are easily and accurately found, evaluated and recommended by AI shopping assistants.

Nexi serves millions of merchants in more than 25 countries and has been advancing secure, trusted and interoperable payment infrastructure for Agentic Commerce through its work with Google Cloud and industry partners. This partnership complements that work at the product discovery layer, where ReFiBuy brings specialized Agentic Commerce expertise to help merchants continuously improve the product data that AI shopping agents rely on.

"Together with our partners, we are laying the groundwork for secure, scalable agent-driven payments and we're supporting merchants to prepare for the incoming Agentic Commerce revolution. Even though Agentic Commerce is at an early-stage, consumers across Europe are already relying heavily on agents to guide them in their online shopping, shortlisting alternatives and getting recommendations. By engaging with partners like ReFiBuy we will enable our customers to improve their product visibility online to stay competitive in the emerging world of Agentic Commerce," says **Roberto Catanzaro, Chief Business Officer, Merchant Solutions at Nexi**".

"AI shopping agents are changing how consumers discover and buy products, and merchants whose catalogues aren't optimized for these systems risk being left out of consideration," said **Scot Wingo, CEO and Co-founder of ReFiBuy**. "Partnering with Nexi brings Agentic Commerce Optimization to millions of merchants across more than 25 countries as this shift accelerates."

Nexi is currently engaged with several merchant pilots deploying the infrastructure required to enable consumers to identify products, add to carts and complete a payment using domestic or international payment methods. Following the partnership agreement, Nexi and ReFiBuy will begin with merchant education, market guidance and direct engagement with participating Nexi merchants, helping them compete for consideration today and future-proof their product catalogues for the next era of commerce.

**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 evolution of digital payments across Europe. Thanks to its portfolio of innovative products, e-commerce expertise, and industry-specific solutions, Nexi is able to provide flexible support for the digital economy and the entire global payments ecosystem through a wide range of channels and payment methods. Nexi's technology platform and best-in-class professional expertise enable the company to operate effectively across three market segments: Merchant Solutions, Issuing Solutions, and Digital Banking Solutions. Nexi continuously invests in technology and innovation, focusing on two core principles: meeting customer needs together with its partner banks, and creating new business opportunities for them. Nexi is committed to supporting people and businesses of all sizes by transforming the way people pay and businesses accept payments, offering customers the most innovative and reliable solutions to help them better serve their customers and grow. This is how Nexi promotes progress for the benefit of everyone—by simplifying payments and enabling people and businesses to build closer relationships and grow together. www.nexi.it

**ReFiBuy**

ReFiBuy is the Agentic Commerce Optimization (ACO) platform that helps brands and retailers compete wherever AI shopping agents shape buying decisions. Its Commerce Intelligence Engine continuously monitors how agents discover and evaluate products, identifies gaps in product data, and generates and distributes enriched product data to AI selling surfaces to improve eligibility for discovery and recommendation. Founded by ecommerce veterans from ChannelAdvisor, Walmart and MikMak, ReFiBuy brings decades of experience helping brands and retailers navigate changes in how consumers discover and buy products. Today, the company is applying that experience to build the commerce intelligence layer for the agentic era. Learn more at refibuy.ai.


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