



Paysafecard – Europe’s first prepaid card for micro payments on the Internet for provider independent use

Paysafecard, a highly successful online payment system in Austria and Germany, stands out for its ease of use and fraud-free security features. Paysafecard enables online purchasing without the need to divulge any personal data, whilst using a prepaid PIN code to validate transactions. Now this payment service shall be implemented throughout Europe.

While e-commerce is booming, still not everyone has the facility to pay for goods and services online. The reasons for this may be lack of ownership of a credit card or an unwillingness to provide personal information on the Internet.

Paysafecard, Europe’s first prepaid card for online micro payments is a very flexible solution. It can be offered by any type of web merchant on their website regardless of the goods or services that merchant is selling. It provides a reliable online payment method that reaches every Internet user, regardless of age, education, income status and Internet literacy.

To enjoy shopping on the Internet customers can simply use their 16-digit PIN (either purchased online or in one of the 70.000 retail outlets across Europe) by going online to one of the 2000 web portal partners that accept paysafecard as a payment method.

The project aims to rapidly increase the number of paysafecard sales outlets and web shop partners. Crucial key tasks include: consumer marketing, legal issues as well as installation of a dense point of sale terminals presence to secure the local provision of paysafecard PINs. Top priority will be given to international web portals that can maximise the reach of paysafecard through their large customer base and high brand profile. There will also be a focus on providing paysafecard in geographic regions with low credit card penetration.

The objectives of the projects are to:

- expand the service to new markets such as Greece, Slovenia, Slovakia, Spain, Poland, Italy, Czech Republic, Hungary, France, Belgium, Netherlands, Luxembourg and UK
- expand the amount of European web portals accepting paysafecard as a payment method
- widen the range of products, consumers can buy online using a paysafecard
- strengthen the use of paysafecard in new consumer segments
- build out a bigger distribution network, so consumers have more outlets they can walk into to purchase an electronic PIN code
- set up local paysafecard offices in selected European markets to improve quality of service
- install additional key account managers and customer care agents at the head office
- switch gradually from a B2B to a B2C approach

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