

SOFORT GmbH based in Munich, Germany, was founded in 2005 and offers products and services for the **secure purchase of physical and digital goods** on the Internet. SOFORT is the market leader amongst the online banking-based payment methods in Germany and Austria. On average, **3 million Sofort transactions are made every month**. More than 35.000 online merchants offer Sofort as a payment scheme to their customers.

In 2014 Sofort was acquired by Klarna and Klarna group was established. The name "Sofort Überweisung" changed to "Sofort" with local translations for each country respectively (e.g. "Pay now" in English). To date, SOFORT Banking is available in 8 countries. Besides in Germany, the system is available in Austria, Belgium, Netherlands and Spain. SOFORT is **one of the safest online payment systems on the Internet**, because, with SOFORT, customers make payments using their familiar online banking details. In this way, security and privacy are of highest priority.

Merchant advantages

- ▶ Provides an additional **real-time online payment acceptance method** with minimal risk.
- ▶ Provides merchants with **access to a market segment with limited credit card usage**.
- ▶ Clients of the bank are **automatically enrolled and do not need to register**. They simply select Sofort as their payment method, select their bank and approve the payment.
- ▶ **Excellent alternative payment solution** for declined card transactions and blocked customers.

INTERNATIONAL BUSINESS OPPORTUNITIES IN **5** EUROPEAN COUNTRIES

Consumer advantages

- ▶ Provides a trusted and familiar local payment method that is supported by the customer's own bank.
- ▶ Convenient, reliable, and simple transaction process.
- ▶ Offers access to more products and services.
- ▶ Eliminates the need for credit or debit cards.

PROCESSING CURRENCY
EUR

RISK OF CHARGEBACK
YES

PAYMENT GUARANTEE
YES