



## PRESS RELEASE

### **PayPal and Setefi: Web Payments Agreement**

**Milan, 21 February 2014** – **PayPal** and **Setefi**, a company of the **Intesa Sanpaolo Group** specialising in the management of e-money payments, have reached an agreement that facilitates the sale of products and services online. PayPal is thus added to the payment systems accepted by **MonetaWeb**, Setefi's platform that manages payment collections for businesses and professionals operating in e-commerce. MonetaWeb customers using PayPal will be able to benefit from this payment method with no additional processing charge.

The PayPal payment experience is fast and straightforward, requiring just a few clicks of the mouse by simply entering the e-mail address and password. For sales merchants, it leads to an increase in sales and encourages customer loyalty. Available in 193 countries around the world, PayPal opens up new business horizons, including abroad.

*"We are very pleased to enter into partnership with Setefi," said **Angelo Meregalli**, General Manager of **PayPal Italia** "as it is the market leader in e-payment management in Italy. There are already over 143 million active PayPal accounts globally. We believe that working with Setefi will allow us to further increase the use of this tool on the Italian market, by helping users understand its security and ease of use".*

*"The agreement with PayPal will allow our customers," added **Maurizio Manzotti**, Managing Director and General Manager of **Setefi** "to accept PayPal payments without changing their Web platform. Indeed, through MonetaWeb, Setefi will provide a single access for managing online payments as well as a full range of back office activities, from accounting to support. Setefi's strategy in e-commerce focuses upon making MonetaWeb the key platform for the integrated management of all payment methods on the Internet".*

## PayPal

PayPal is the simple, fast and secure way to pay and to be paid online, via mobile devices and in sales outlets. The service provides the simplest way to send cash without sharing financial information, with the flexibility to pay by way of your own current account, credit card or through promotional financing. With 143 million accounts active in 193 markets and 26 currencies accepted throughout the world, PayPal allows you to make commercial transactions globally, processing more than 9 million payments every day. PayPal helps its customers make transactions at any time, in any location and any way. The company is a driving force in the growth of mobile commerce and processed 27 billion dollars worth of mobile payments in 2013. PayPal forms part of the eBay Group (NASDAQ: EBAY) and contributed a share of 41% to the revenues of eBay Inc. in 2013. PayPal's central headquarters are in San Jose in California and its international central headquarters are in Singapore.

For further information, please see the website [www.paypal.it](http://www.paypal.it)

## Setefi

Setefi, a company of the Intesa Sanpaolo Group, specialises in e-money payment management. Established in the late 1980s, it is now the Italian leader in the sector of transaction acquiring, with approximately 300,000 terminals operating across the entire national territory and a market share of over 25%. Setefi deals with sales merchants as a single partner for all phases of the collection process by way of POS devices: from installation and maintenance of the terminals to accounting settlements, through to the support service via the Help Desk. Its activity includes direct management of the payment circuits PagoBancomat, MasterCard – Maestro, Visa – Vpay – Visa Electron, Jcb, UnionPay, Diners – Discover. As regards its cross-border activity, Setefi is the main member of the domestic French circuit Cartes Bancaire and operates in Spain, France, Switzerland and Germany. In 2013 Setefi handled in total – based on the takings on its terminals, ATM transactions and payments made via the cards of the Intesa Sanpaolo Group – over 700 million transactions for an equivalent value of approximately 55 billion Euros.

### Contacts:

#### **Press Office - ROCK communications**

Gina Sorce

Tel +39 02 36693305

[gina.sorce@rock-communications.it](mailto:gina.sorce@rock-communications.it)

Ottavia Callegari

Tel +39 02 36693321

[ottavia.callegari@rock-communications.it](mailto:ottavia.callegari@rock-communications.it)

#### **PR PayPal**

Elena Cuboni

[ecuboni@paypal.com](mailto:ecuboni@paypal.com)

#### **Setefi –Intesa Sanpaolo Group**

Media Relations

Tel +39 011 5556652

[mirella.giai@intesasanpaolo.com](mailto:mirella.giai@intesasanpaolo.com)