

Selling online in Eastern Europe & Baltics.

Nexway solutions suit customer needs, managing global & local payments and addressing the complexities and challenges within the global market.



Nexway's range of payment methods is part of Nexway MONETIZE Solution

MONETIZATION starts with Nexway acting as merchant of record (MoR). You keep control of your product and catalog, customers, user experience and marketing operations. Nexway as MoR and your legal reseller is liable to the financial institutions that process the payments to ensure security and data integrity. Nexway secures transactions and payments worldwide, collects and remits orders and sales tax, provides fulfillment integrations and ensures data compliance, leaving you the time to invest in your products & services!

Selling abroad is one thing, but being successful is another

To maximize your opportunities to sell throughout Europe, it is essential for your e-commerce site to propose an adapted offer to the targeted market. This offer is of course based on the products you put forward, but also on the payment methods available to your customers.

**LOCALIZE YOUR DIGITAL BUSINESS FOR FASTER TIME-TO-REVENUE
GIVE YOUR CUSTOMERS THE BEST PURCHASE EXPERIENCE**



Allow them to shop
in their language

30+ Languages



To pay with their preferred
payment methods

70+ Payments Methods



Checkout prices in
their local currencies

45+ Currencies

CONTACT US TO DISCUSS SOLUTIONS YOU MAY HAVE NOT THOUGHT POSSIBLE

Nexway supports flexible payment options tailored to your business needs

- **Payment Cards** - We accept major credit card payments from over 140 countries worldwide
- **Alternative Payments** - We support several ways to pay including major alternative payment methods, online and offline bank transfers, direct debits, and more

MAIN PAYMENT CARDS



Payment cards are not the only way to pay for online transactions. In reality, there are more than 300 different types of payments in the e-commerce world.

ALTERNATIVE PAYMENT METHODS

Online bank transfers

Customers use their online or real-time Bank account to transfer money with immediate online authorization.

Examples: iDEAL, Sofort, Giropay

Direct debits

In the case, for instance of a predictable recurring transaction such as subscriptions.

Examples: SEPA DD, BACS

E-wallets

An e-wallet is a secure place that contains one or more currency purses. Shoppers can fund an e-wallet in several different ways. Once funded, shoppers can use e-wallets online to buy goods or services.

Examples: Alipay, PayPal, Qiwi, Yandex

Mobile

Direct carrier billing: Increasingly important in developing markets. A quick and simple way for shoppers paying by just providing their phone number.

Examples: DaoPay

Mobile wallets: There is a growing choice of mobile wallets that operate in their local country or territory. Few are capable of global reach yet.

Examples: Apple Pay

Pre-Pay

Customers are required to buy a card or a voucher before starting a transaction. These payment types are usually authorized immediately. Prepaid cards are often used by digital shoppers who don't yet have a bank account. Online gaming companies tend to favor this form of online payment.

Examples: Astropaycard, Postepay, uKash, Neosurf, Mint

Why choose Nexway Monetize?

- **Worldwide purchase solutions** help companies monetize & accelerate time-to-market for their products & services
- **Microservices platform architecture** enables agile digital commerce and simple integration
- **Merchant of Record takes over sales operations:** Local law compliance, tax collection and remittance, fraud and chargeback, customer care
- **Secured payment transactions** processing in 140+ countries. Adapted payment methods and range of currencies available. PCI DSS compliance, intelligent routing
- **Expert services and data intelligence** to customize, implement, manage & optimize online business

Selling in Eastern Europe and the Baltics should no longer be an impediment

Why you should invest in the Eastern Europe market

1 Enthusiastic customers, low competition

Unlike mature markets such as Germany or the UK, the e-commerce market in Eastern Europe is just beginning. Few or no local competitors serve a growing number of young, Internet-friendly buyers. It's the perfect time for you to sweep in.

2 Fast growth (better than Western Europe)

While the Western European market is larger, Eastern Europe is growing faster with nearly 30% growth by 2020.

3 A successful and long way to go

E-commerce penetration in Eastern Europe was only 41% in 2020 (86% in Western Europe). The e-commerce market has plenty of room to grow in Eastern Europe - take Poland, for example, where a \$29.6B e-commerce market is expected to reach \$47.1B by 2025.

Eastern Europe is a highly diverse group of countries with different challenges and consumer preferences. A strategy that works in Poland may not be right for Lithuania or Romania. A key question arises: **Which local payment options do your customers prefer?** You might be losing a significant percentage of purchases at the checkout just because you are limiting the choice of how your customers want to pay.

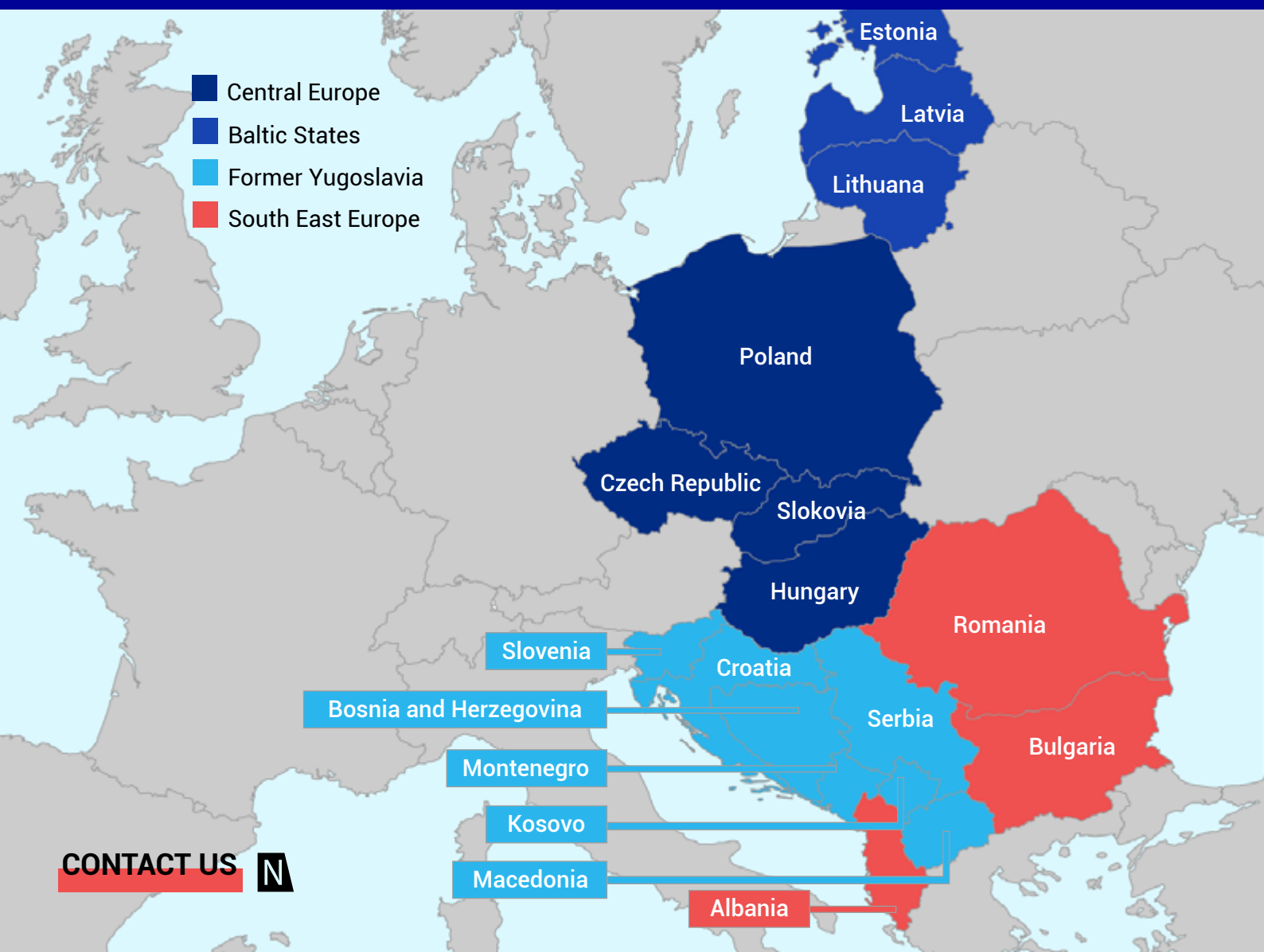
Enabling local payment methods can be **costly and complex** if you are looking to expand your business into Eastern Europe. **A consultative approach for long-term success** is highly advised.

Nexway **in-house expertise combined with cutting-edge e-commerce and payment technology** help software, retail and services companies to scale, grow and thrive. At Nexway, we promise to be an extension of your team, working with you every step of the way **to simplify, streamline and strengthen your online business's deployment. Wherever it is.**

How big is the Eastern Europe market?

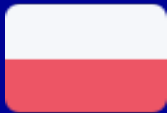
+292M TOTAL POPULATION
OF EASTERN EUROPE

3.76% EQUIVALENT OF EASTERN
EUROPE POPULATION
TO THE TOTAL WORLD



With Nexway's range of payment methods, the Eastern European market is within reach

Check out the payment options Nexway offers for these countries in fast expansion:

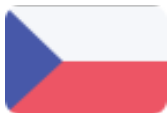


Poland

Polish Payment Methods



Payment types by market share

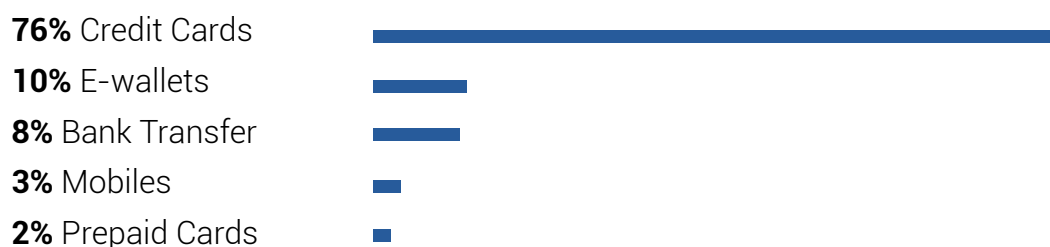


Czech Republic

Czech Republic Payment Methods



Payment types by market share



CONTACT US

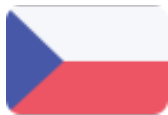
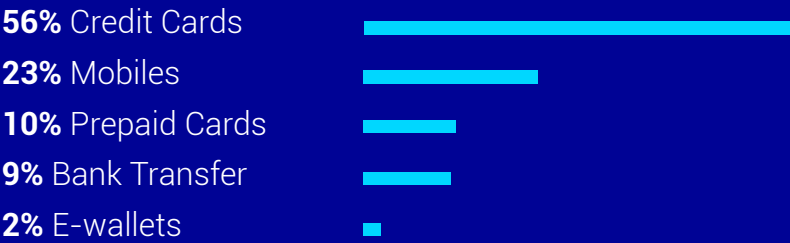


Hungary

Hungary Payment Methods



Payment types by market share

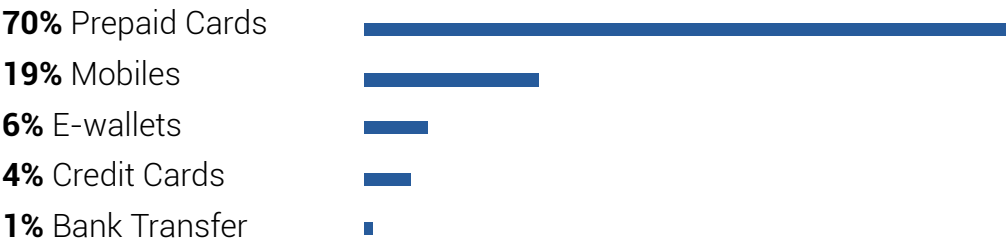


Romania

Romania Republic Payment Methods



Payment types by market share

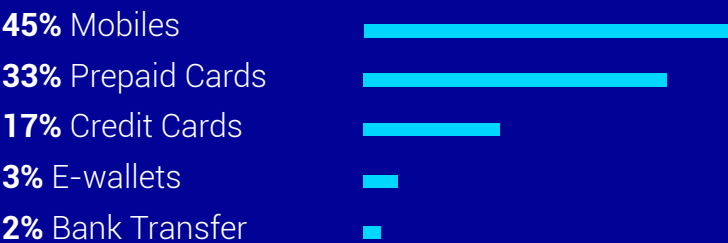


Slovakia

Slovakian Payment Methods



Payment types by market share



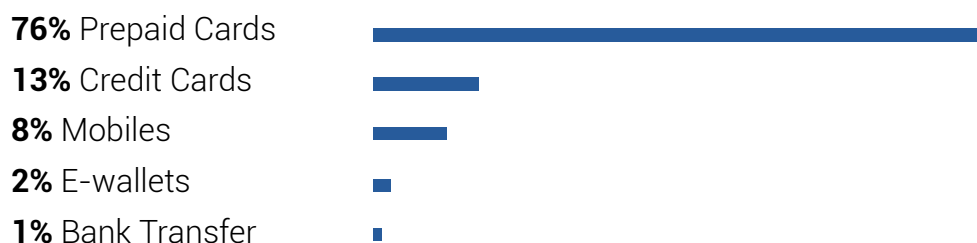


Serbia

Serbian Payment Methods



Payment types by market share



Estonia

Estonian Republic Payment Methods

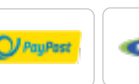


Payment types by market share

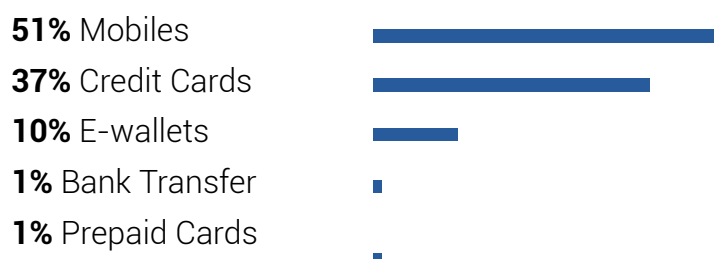


Lithuania

Lithuanian Payment Methods



Payment types by market share



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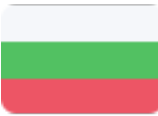


Latvia

Latvian Payment Methods



Payment types by market share

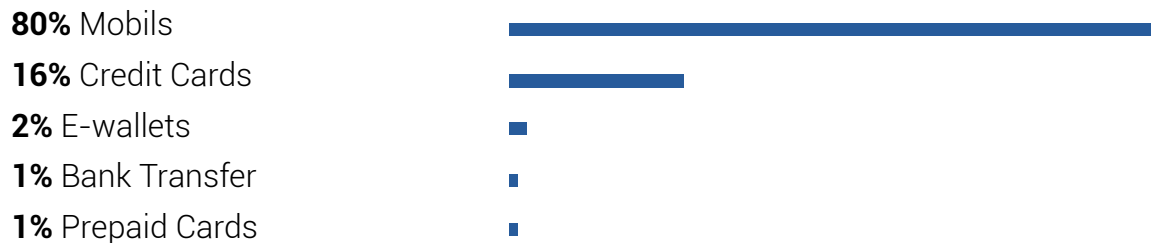


Bulgary

Bulgarian Payment Methods



Payment types by market share



Payment options make a difference.

Nexway provides insights on the local payment ecosystem, leveraging our experience as a leading payment technology platform offering merchants a single global solution for emerging and established markets.

Today, providing customers a secure, localized buying experience is not an option anymore. Customers are thrilled to shop in their own language, pay with their preferred payment methods and see prices in their local currencies. Offering the preferred payment methods per country is essential to efficiently run your business worldwide and obtain the best conversion rate possible.

Interested in selling in the cross-border model?

We'll answer all your questions and solve all your payment pain points. Be partnered with a pro.

CONTACT US

