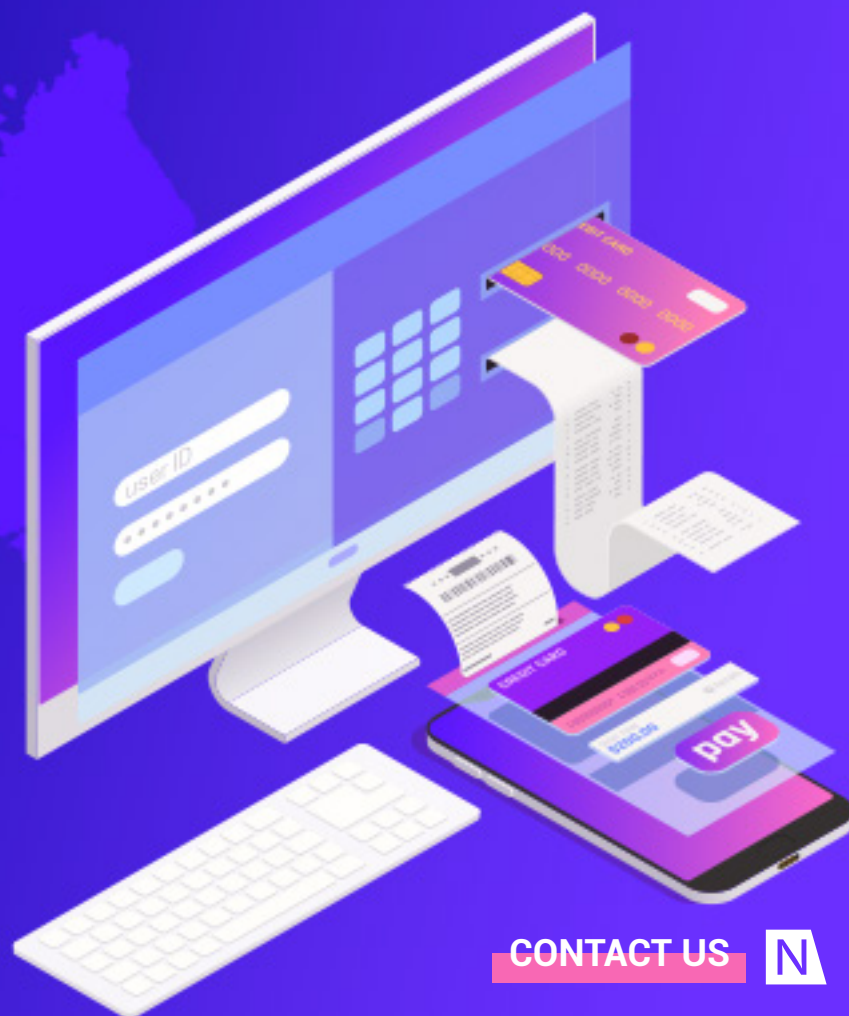


Cross-Border eCommerce - Selling online in Western Europe

Germany, France, Netherlands, Belgium, Austria, Switzerland, Luxembourg, Monaco, Liechtenstein

Nexway solutions suit customer needs, managing local payments worldwide and solving the complexities and challenges of the global market.



CONTACT US



Why you should invest in the Western Europe market

Western Europe sees a good performance, despite market maturity. A recent study indicates that the European eCommerce market is set to continue its fast and dynamic climb, with revenues exceeding the **one-trillion-dollars** by 2027. No surprise, as online shopping has become increasingly popular among Western European consumers, with an internet user penetration rate exceeding 90%. Western Europe is a highly diverse group of countries with different challenges and consumer preferences. A strategy that works in France may need to be revised for Germany or the Netherlands. Some key questions arise: **Which local payment options do your customers prefer? What are specific European rules and regulations to expand your business smoothly in Western Europe?**

Reach big goals with local strategies in full compliance with Nexway



Offer the Right Local Payment Method

Enabling local payment methods can be **costly and complex** if you want to expand your business into Western Europe. Nexway helps you build online revenue without payment processing headaches, no matter where your business is or where your clients are. Give your customers the best purchase experience, allow them to shop in their language, pay with their preferred payment methods, and see prices in their local currencies.



Made Easy VAT Compliance in Western Europe

Anyone who sells digital goods to consumers across Europe knows there's no one-size-fits-all for tax compliance. It's quite the opposite: each country has its own unique set of tax regulations that sellers must always adhere to. Nexway doesn't simply register your VAT number and calculate the taxes to collect on purchases made by EU residents. Our robust platform goes one step further by immediately transmitting those taxes to the appropriate local government agencies and authorities whenever you submit them.



Be Customer Data Protection Compliant

The General Data Protection Regulation (GDPR) affects any organization or company that does online business with European residents and processes the personal data of individuals residing in the EU, regardless of the company's location. Therefore, companies must take the necessary steps to comply with the regulations. As providing a GDPR-compliant solution, Nexway ensures that you are on the right side of the law by implementing some strategies to align with this condition and ensure that consent is properly handled.

A consultative approach for long-term success is highly advised. Nexway's in-house expertise combined with cutting-edge eCommerce and payment technology help software, retail, and services companies to scale, grow and thrive.

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+ Payment Methods



Checkout prices in their
local currencies

45+ Currencies

**SAVE TIME, EFFORT AND MONEY WHILE MAKING YOUR ECOMMERCE
BUSINESS OPERATIONS ACROSS THE WESTERN EUROPE STREAMLINED AND
WORRY-FREE**



Eliminate the headache of
tax compliance to sell
across Western Europe



Tax Management:
Local VAT tax remittance,
reporting, reconciliations
& optimizations



Be GDPR, PSD2, PCI DSS
compliant + KYC process
support

**AT NEXWAY, WE PROMISE TO BE AN EXTENSION OF YOUR TEAM, WORKING
WITH YOU AT EVERY STEP TO SIMPLIFY, STREAMLINE AND STRENGTHEN
YOUR ONLINE BUSINESS'S DEPLOYMENT WHEREVER IT IS.**

CONTACT US

TO DISCUSS SOLUTIONS YOU MAY HAVE NOT THOUGHT POSSIBLE

Nexway's range of payment methods is part of Nexway Solutions

MONETIZATION starts with Nexway acting as a payment orchestrator. As Merchant of Record (MoR) capabilities, Nexway 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 and services.**

Selling abroad is one thing, but being successful is another. To maximize your chances of selling throughout Western Europe, your online store must propose an adapted offer and a localized customer experience to the targeted market. This offer is, of course, based on the products you promote and the payment methods available to your customers. **With Nexway, grow your Western Europe online business and boost customer conversion with localized payment options.**

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.

Exemples : iDEAL, Sofort, Giropay

Direct debits

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

Exemples : 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.

Exemples : Alipay, PayPal, Qiwi, Yandex, etc.

Mobile

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

Exemples : DaoPay

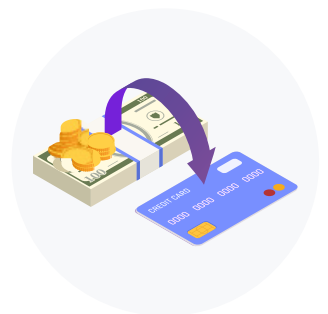
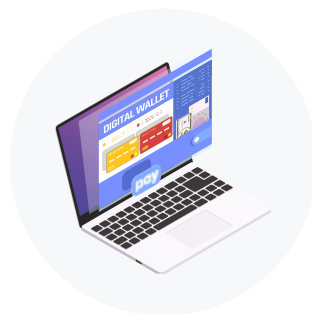
Mobile wallets: There is a growing choice of mobile wallets that operate in their local country or territory. Few are capable of global reach yet.

Exemples : 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. Digital shoppers who don't yet have a bank account often use prepaid cards. Online gaming companies tend to favor this form of online payment

Exemples : Astropaycard, Postepay, uKash, Neosurf, Mint.



**NEXWAY HELPS YOU BUILD ONLINE REVENUE WITHOUT
PAYMENT PROCESSING HEADACHES NO MATTER WHERE
YOUR BUSINESS IS OR WHERE YOUR CLIENTS ARE**

Why choose Nexway?



Open Your Business to the World

Grow your online business and boost customer conversion with localized payment options



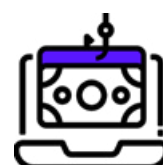
Remove the Complexity of Selling Globally

As your Merchant of Record, we manage local adaptations and regulations and mitigate the liabilities and risks of your sales



Secured Payment Transactions

Be compliant with local market legislation and security (PSD2, SCA, 3D Secure, SSL certificates)



Prevent Fraudulent Activity & Manage Compliance

Expand your global footprint while preventing fraud, managing chargebacks, and complying with existing and emerging regulations

Germany & France – Overview of Western Europe eCommerce Key Players

Germany and France are major online consumers in Western Europe and a significant eCommerce market in terms of internet penetration, percentage of online consumers, and average expenditure. In Germany and France, as in many of their European neighbors, COVID-19 pandemic made 2020 undoubtedly the year of eCommerce. But, as 2021 saw the easing and then strengthening again of regulations, a more nuanced picture has emerged on consumer shopping behaviors.



Germany

The German market is vast: it has the highest population in the European Union with over 85 million inhabitants and presents an opportunity for eCommerce brands to acquire customers with high purchasing power. Germany is the 5th largest market for eCommerce with a predicted revenue of \$125 billion in 2023. **Germans are known to be loyal, demanding online customers and pay particular attention to data processing and security.**

72% of German shoppers have one payment method they prefer over others, while 11% even only complete a purchase if their preferred payment method is available



A rise in the use of Mobile Shopping

Mobile commerce is firmly established in Germany and already takes a third of total eCommerce sales (33%). Mobile purchases have become more prevalent in Germany as they suit consumers' needs. Smartphone usage is growing faster in Germany, increasing the use of e-wallet payment methods. This growth is expected to continue as retailers improve their mobile websites and provide a more convenient [user experience](#) on mobile devices



German Open Invoice Payments

For the last 10 years, the German online payment market has been dominated by open invoices, accounting for 63% of all transactions. Moreover, 4 in 10 Germans prefer this method, making it difficult for newer methods to penetrate the market. Open invoices rely on the merchant delivering an invoice with the goods. The consumer either keeps the goods and pays the invoice within the allotted time period, usually 14 to 28 days, or returns the goods and leaves the invoice unpaid.



A Big Market With Big Demands

Localization is a considerable value to accurate eCommerce in Germany. To better the odds of success, offering reactive and [German-speaking customer service](#) will be a real asset because German consumers regularly ask questions before purchasing. Moreover, to gain German customer's trust, having a website working in their native language is much better and more productive. Data security is also crucial to capturing Germany's market. Businesses should prioritize data security and answer high demands that their personal information be kept safe.



France

France is the 7th biggest economy in the world by nominal figures. In the European Union, it is placed just right after Germany, which means it is the 2nd largest economy in the community.

In 2020, the eCommerce market in France had a value of around \$114 billion. By 2026, experts predict that number to almost double to \$203 billion - This growth is one of the fastest in the European e-commerce market



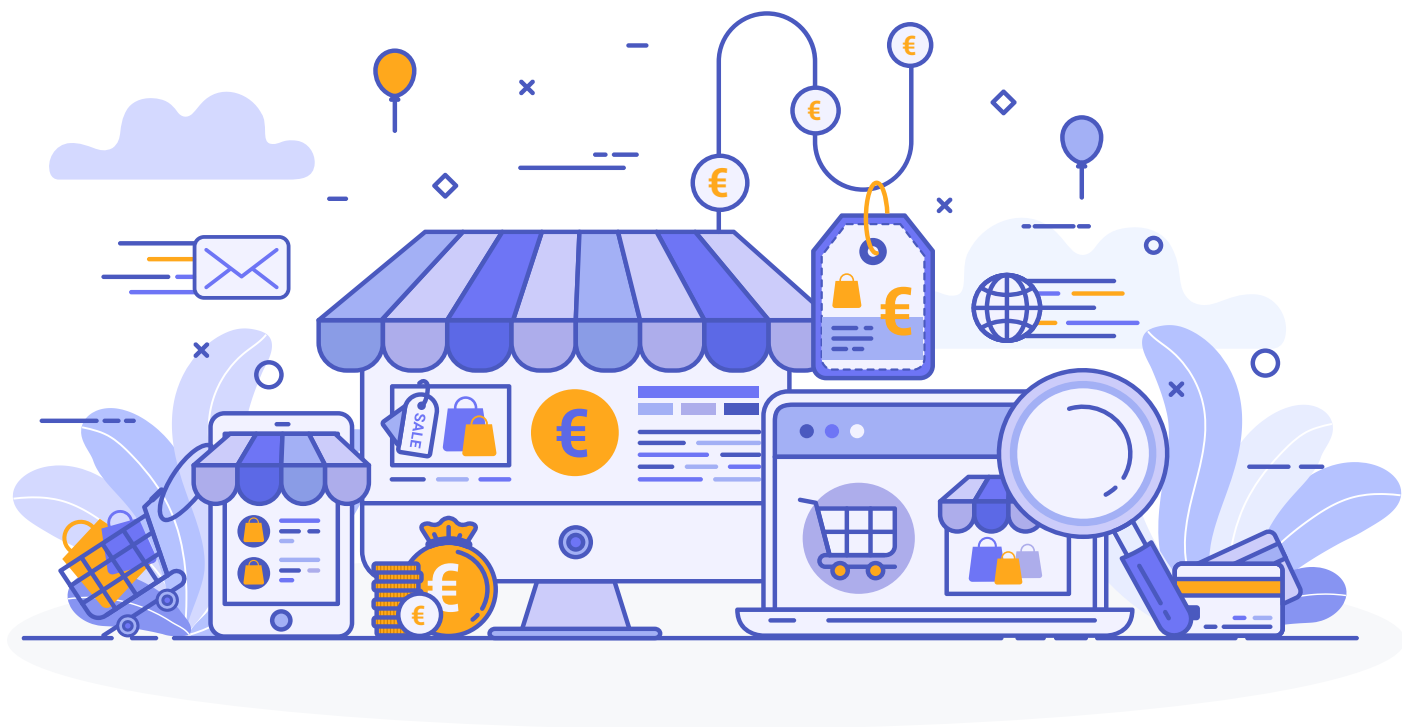
Focus on the French favorite payments methods

Credit cards remain king of eCommerce in France, with local card network Cartes Bancaires (CB) as the dominant player (over 95% of CB cards are co-branded with Visa or Mastercard). Bancaires is a domestic payment system in France: transactions with this card represent 22-25% of all transactions. In France, digital wallets are also relatively popular, occupying 20,9% of the market.



French payment safety

For French consumers, safety during shopping is essential. But surprisingly, France has one of the highest **fraud** rates in Europe: 3% of online consumers experienced it. Unfortunately, French consumers are still very concerned about credit card fraud - the percentage of this type of fraud is much higher than that of the rest of Western Europe's countries. Nevertheless, the country is beginning to take care of such aspects by introducing, among others, 3D Secure, which positively affects the situation.



How big is the Western Europe market?

+198m

Total population of Western Europe

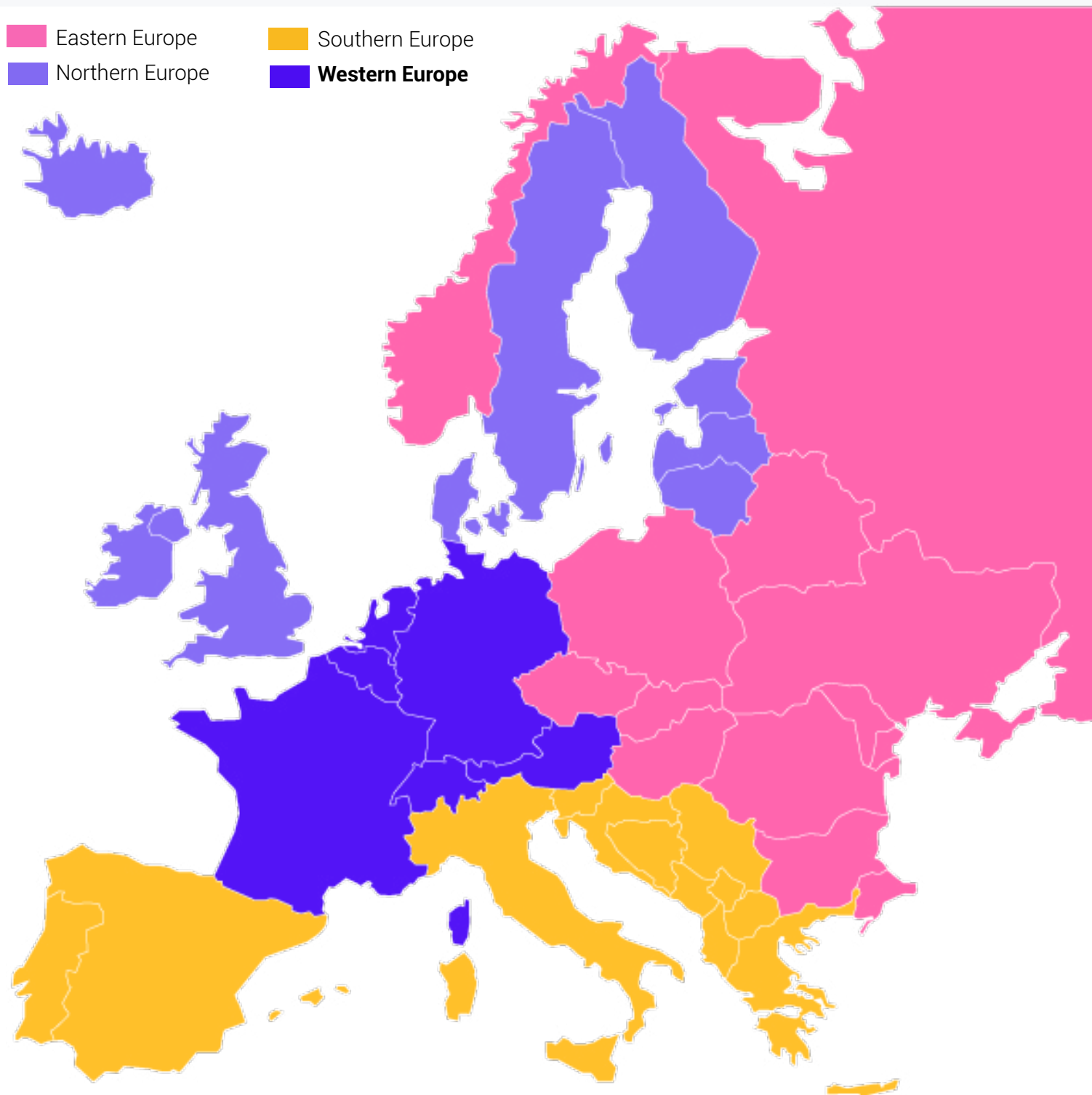
2.52%

Equivalent of Western Europe population to the total world population

92%

Western European countries have the highest internet penetration rates in Europe

■ Eastern Europe ■ Southern Europe
■ Northern Europe ■ **Western Europe**



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

Despite rapid innovation in online payments, consumers in Western Europe remain loyal to traditional payment methods. **The latest eCommerce and payment research shows that debit and credit cards are still the most popular eCommerce payment options in Western Europe**, particularly in Belgium (59%) and France (55%). The exceptions are the Netherlands and Austria, where bank transfers are preferable.

Here's a list of the leading payment options in Western European eCommerce:

- Mastercard (in the majority of countries)
- Visa (in the majority of countries)
- Credit Cards (France)
- Bancontact (Belgium)
- iDeal (Netherlands)
- Mint (Liechtenstein)

Even if traditional payment methods remain relevant, more and more consumers in Western Europe choose mobile payment solution's convenience and robust security. As the older generation adapts to smartphones, this payment type will become firmly rooted in eCommerce. **To make their business accessible to everyone, you must set up all payment methods your target audience prefers.**

CHECK OUT THE PAYMENT OPTIONS NEXWAY OFFERS FOR THESE COUNTRIES IN FAST EXPANSION



Germany

- Population - 85 million
- E-commerce market size - €80 billion
- 40% pay with direct debit
- €1,149 average annual online spend

German Payment Methods



Giropay



Überweisung



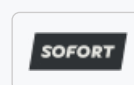
Visa



Mastercard



Mobile Payments



Sofort



Bank Transfert Europe



France

- Population - 67 million
- E-commerce market size - €82 billion
- 55% pay with credit cards
- €1,820 average annual online spend

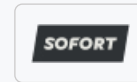
French Payment Methods



Visa



Mastercard



Online Bank Transfers



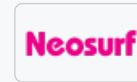
FasterPay



Mobile Carrier Billing



Ticket Premium



NeoSurf



Bank Transfert Europe



Netherlands

- Population - 17 million
- E-commerce market size - €26 billion
- 60% pay with credit cards
- €1,112 average annual online spend

Dutch Payment Methods



Ideal



Visa



Mastercard



AMEX



Mobile Payments



SEPA



Bank Transfert Europe



Belgium

- Population - 11 million
- E-commerce market size - €11 billion
- 59% pay with credit cards
- €1,473 average annual online spend

Belgian Payment Methods



Bancontact



Credit cards



Sofort Bank Transfert



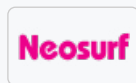
KBC



Belfius



Mobiamo



NeoSurf



CBC



MINT



Bank Transfert Europe



Austria

- Population - 9 million
- E-commerce market size - €9 billion
- 80% accept EPS payments
- €2,186 average annual online spend

Austrian Payment Methods



EPS



Überweisung



Visa



Mastercard



Mobile Payments



Bank Transfert Europe



Switzerland

- Population - 8.6 million
- E-commerce market size - €10.5 billion
- 53% pay with credit cards
- €1,548 average annual online spend

Swiss Payment Methods



Überweisung



Visa



Mastercard



Mobile Payments



Luxembourg

- Population - 625 000
- E-commerce market size - €1.3 billion
- 51% pay with mobiles
- €1,571 average annual online spend

Luxembourgish Payment Methods



Credit cards



Sofort Bank
Transfert



SEPA



MINT



Monaco

- Population - 38 000
- 89% Internet penetration
- 68% pay with credit cards

Monegascan Payment Methods



Credit cards



SEPA



MINT



Liechtenstein

- Population - 38 000
- 92% Internet penetration
- 57% pay with prepaid credit cards

Liechtenstein Payment Methods



Überweisung



Visa



Mastercard



Mobile Payments

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

