

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 5 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**