



Headlines

Acquiring – **Soft POS gains ground**

- **UNITED STATES** - Apple officialise son service Tap to Pay sur iPhone
- **FRANCE** - Mobile payment is also entitled to a French application
- **FRANCE** - Market Pay adds link payment to its Soft Pos solution

The announcement which marked this month, it is that of Apple which reveals a new brick of its strategy of deployment in the financial services. Here with its mobile payment acceptance service directly from the iPhone called Tap to Pay. This new strategy materializes Apple's strategy around the Apple Wallet, which will soon be able to support the ID card and the license of American citizens or the Navigo pass in France. One of the notable differences is that this time Apple has decided to play the open card. Whereas the Apple brand could have created a proprietary system that would have disqualified the players in the payment industry, it is turning to partnerships such as Stripe to achieve acceptance. This new perspective is likely to give Soft POS technology a new lease of life by opening up access to the iOS world. Market Pay, which with Paywish, had taken a certain lead, is now enriching its solution with payment links and will integrate new services such as refunds, deposit taking and is considering an enrichment with a BNPL solution. For its part, Lyra, the Toulouse-based start-up specializing in mobile payment, has announced the launch of Payzen, an application that allows payment links to be shared via email, QR Code, url, SMS or social networks and accepts more than 150 payment methods.

A2A Payments – **Safer, cheaper**

- **INTERNATIONAL** - GoCardless joins the Unicorns
- **UNITED KINGDOM** - Bank of America and Banked launch "Pay by Bank"
- **UNITED KINGDOM** - TSB simplifies payment for SMBs

Along with payment links, account-to-account payments are the other major innovation in payments. Indeed, even though transfers have existed for a long time, the simplification brought about by open banking and the fluidity of the processes offered by FinTech players make them a credible and less expensive alternative to card payments. The gradual arrival of this new trend has established players such as GoCardless, which has made it its core business with the automation of recurring payments. GoCardless, which, thanks to a new \$300m round of financing from Permira and BlackRock, has reached a valuation of \$2.1bn. GoCardless has launched Instant Bank Pay, a new way to collect one-off payments from bank to bank using open banking. Klarna recently chose GoCardless to offer bank account payments to its 21 million customers in the US. GoCardless also signed a strategic agreement with Paypal, that will allow GoCardless to become a partner in managing direct debits. Bank of America will rely on startup Banked to offer its "Pay by Bank" service in the UK, and TSB has launched a new app called Revenu, designed to help SMEs receive payments faster and manage their business finances. The banking technology, developed by BankiFi, allows TSB's business customers to collect payments from consumers from requests sent via SMS, WhatsApp, email and QR codes.

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A word on...

Player's Strategy

UNITED KINGDOM – In August 2021, the British neo-bank **Atom Bank** reported significant operating losses of £36 million. At the time, it stated that it wanted to raise new funds to support its business in the medium term. This has now been done, notably with BBVA, which has confirmed its interest in neo-banks. Atom Bank is back today with better news than when it published its last results. The UK neo-bank notes that during 2021, total customer deposits increased by 16% to £2.5 billion. Atom also exceeded £3 billion in mortgage lending in 2021. Finally, Atom Bank said it made its first monthly operating profit in the second quarter of 2021. These good results have enabled it to attract renewed interest from investors. Atom Bank has just raised more than 75 million pounds sterling. This round of financing was led by BBVA, which has also just invested outside Europe, with Neon.

FRANCE – The **SNCF** is said to be preparing to offer a new split payment service to its customers, to enable them to pay for their train tickets in several instalments. The information is still conditional, but the group is already thinking about implementing such a solution. The SNCF group is currently defining the broad outlines of its specifications for its future fractional payment service. The players in the sector will be consulted so that the rail group can choose a partner in the coming weeks. However, the service should not be offered before the end of the year. The target audience? Mainly families, for whom the cost of travelling together is often high. The launch of such an offer would enable the SNCF to follow other players in the travel sector in the field of BNPL: Lidl Voyages and Air France (with Oney) or even CDiscount Voyages (with Floa).

FRANCE – While **iPhones** have already been able to recharge a **Navigo** pass since 2021, they did not allow users to use their phones to store their tickets and pass through the gates of the Île-de-France Mobilités network. This service, which was confirmed to be coming to Android smartphones, will finally be open to iPhones too. Validating your ticket with an iPhone will finally be possible within the Paris region's public transport network. The Île-de-France Mobilités has reached an agreement with Apple, after more than two years of discussions, to use the American firm's smartphones and connected watches as a support for its Île-de-France transport tickets. In addition to validating tickets, iPhone users will be offered a complete purchase process within their Apple wallet. The native application will allow users to create a Navigo pass to manage their purchases of individual tickets or their subscription. Validation at the gates will be done using the devices' NFC chip, without the need to validate the transaction with Touch ID or Face ID - what Apple calls Express Mode. However, the Île-de-France regional transport authority says that this service, which is convenient for iPhone users, will not be available to them until 2023, whereas it should be available to all Android smartphone users by this summer. The contract between IDFM and Apple, which is valid for five years, includes a budget of 5 million euros dedicated to the development of these new services. The stumbling block to date has been the financial terms of the partnership.

Cards

FinTech Destream launches a card for influencers

The rise in power of influencers is now more than just a fashion phenomenon and is attracting the interest of brands but also of banking players. In contrast to their direct remuneration on social networks, the FinTech Destream has chosen to provide them with a payment card adapted to their needs. FACTS

- Make buying NFTs as easy as buying any merchandise sold on an e-commerce site. It is with this clear objective that MasterCard presents its new foray into the crypto-asset market.
- The American payment giant has teamed up with a reference in the crypto-asset and NFT (non-fungible tokens) market: Coinbase (a cryptocurrency exchange and storage platform).
- Consumers will soon be able to use their Mastercard debit or credit cards to make purchases on Coinbase's NFT marketplace. This means they will not have to open a dedicated digital wallet to buy crypto-currencies before they can afford NFTs.
- MasterCard is thus committed to democratising this market, opening it up to as many people as possible, by relying on historical means of payment and the card in particular.

FACTS

- FinTech Destream, a specialist in alternative financial services for influencers, has presented its new offer in the form of an affinity payment card.
- Its target: streamers, bloggers and more generally, content creators.
- The Destream card is presented as a debit card that should make it easier for online influencers to benefit from their income. The card is linked to a Destream account where influencers can receive their donations and revenues generated on the platforms. All currencies are accepted.
- Among the card's features :
 - a dedicated mobile application (to track income and expenses),
 - worldwide use,
 - zero fees,
 - Can be used for purchases in physical stores or online,
 - withdrawals at any ATM,
 - cashback of up to 30%.
- The Destream cards will be issued only to customers registered with the FinTech. They are open for pre-order on a dedicated website but will only be available from the third quarter of 2022.
- A sponsorship system has also been set up to promote this new offer (€5 is paid out for each referral).

ISSUES

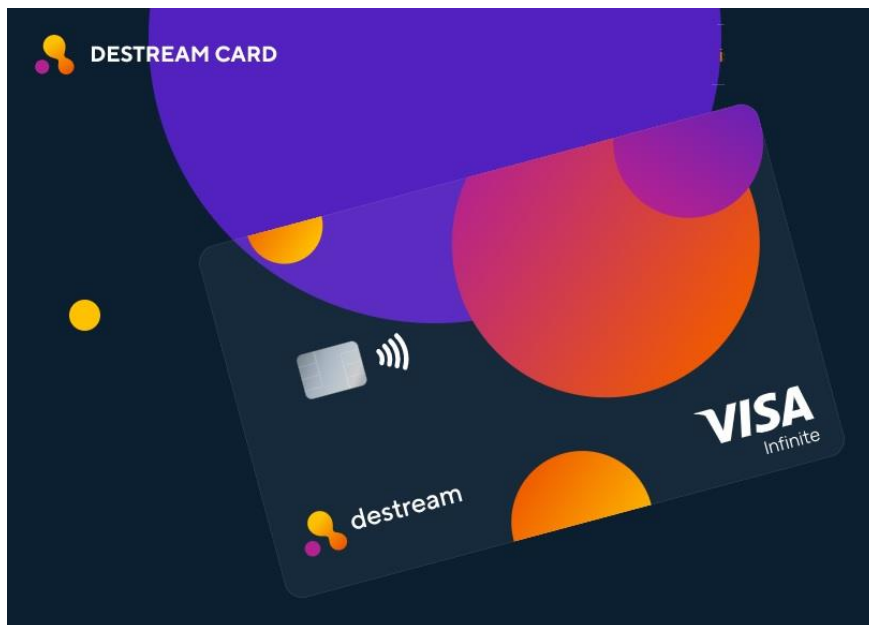
- **New remuneration, new payment service:** Destream underlines the possible breaks existing between the new remuneration modes of influencers, the means of payment and traditional finance (blocked transactions, requests for proof of income, fees...). The FinTech thus argues its ability to present a convenient debit card and a more responsive model adapted to the needs of influencers.

- **From pay to pay:** Social networks have a major objective to meet: that of attracting and keeping captive influencers capable of making their platforms live. And to do this, their remuneration has become a key factor of attractiveness. The major social networks have thus deployed their initiatives, through Twitter's Tip Jar and Super Follows, the Clubhouse system, or Spotify's more recent arrangement with Stripe.
- **A new link between the virtual and real worlds:** Just like payment cards that allow you to pay in crypto-currency, the Destream card is committed to making the link between income from a virtual world and the real economy.

MARKET PERSPECTIVE

- Destream's new card is being launched to address an underserved need: influencers. These new entrepreneurs, who are growing in number, represent a potential new high-end target for alternative financial services players. According to Indeed, a job search website, a professional influencer earns an average of more than \$37,000 per year.
- Destream is an innovation in a market still considered a niche market. But not a world first. In the United States, the start-up Karat presented a credit card entirely dedicated to influencers in 2020.

Source : [Presse release](#)



Upgrade makes cashback rhyme with anti-inflation

The US consumer credit platform Upgrade has just introduced its new cashback programme called Upgrade Shopping. Presented as a value-added service for consumers, it is also promoted as a way to counter the impact of inflation.

FACTS

- Upgrade is a Fintech created by Renaud Laplanche, ex-CEO of Lending Club, who already wanted to democratise investment. It has made its mark on the FinTech market with its consumer credit, m-banking and payment products.
- Today, the Unicorn is further enriching its range of services with a boosted cashback offer aimed at countering the effects of inflation.
- Called Upgrade Shopping, this offer promises up to 10% immediate cashback on purchases made with the Upgrade card from more than 20,000 merchants, including H&M and Adidas for example. This includes both physical and online shops.
- The Upgrade card already offered cashback (of 2.2% on average), and now Upgrade Shopping has been added.
- Upgrade Shopping was developed in partnership with Cardlytics.

CHALLENGES

- **A guarantee of responsiveness:** 82% of American consumers, who are pessimistic about the economy, cite inflation as the primary cause for their concern. Upgrade Shopping is presented as a direct response to these concerns.
- **A new role for cashback:** While Upgrade's service is not revolutionary in the cashback market, it is presented as part of a relevant communication campaign. The economic situation is weighing on consumers' purchasing power and Upgrade intends to act as a partner capable of helping to maintain households' standard of living.

MARKET PERSPECTIVE

- In 2021, price increases in the United States have not been as high as they have been since 1982, as New York Fed President John Williams recently pointed out. Inflation has thus reached 7%, becoming the country's number one political issue. And the experts' opinions contradict each other, leaving the future situation unclear.
- According to the ECB's latest forecasts from December 2021, inflation will be 3.2% for the whole of 2022 in the eurozone. It is currently at 5%, driven in particular by high energy prices. The problem is global and Upgrade's marketing proposal is all the more relevant.
- Upgrade is indeed surfing on the economic situation to enhance its positioning as a reactive player, a partner of household consumption and the fastest growing credit FinTech in the US, according to a Nilson Report specialist.

Source : [Presse release](#)



upgrade

New funds and new ambitions for Vivid Money

Berlin-based FinTech Vivid Money has just completed a major fundraising round of 100 million euros. This Series C round should enable it to consolidate its position in Europe, while the FinTech is currently defending its international market coverage. And to stand out from the competition, it is also banking on another very fashionable argument: that of the super-app.

FACTS

- Vivid Money has a relatively standard basic offer including :
 - a free bank account accessible online or from the mobile application
 - a Visa card
 - a savings service
- ... enriched by other more original services :
 - an investment service
 - Vivid Money Pockets, sub-accounts with their own IBAN
 - cash-back (up to 150 euros per month)
- Already committed to diversification compared to its competitors (on the theme of savings and investment in particular), Vivid Money announced at the beginning of the year that it wanted to offer a complete marketplace of services, including non-financial ones.
- However, since the presentation of Vivid Services and its link with Booking and Rentalcars, no other service had been added to the platform. Vivid Money's new round of funding should allow it to beef up its super-app project.
- Vivid Money has just raised €100 million in Series C from Greenoaks Capital with the participation of Ribbit Capital and SoftBank's Vision Fund 2.
- In addition to its super-app, the FinTech also states that its investments will allow it to enrich its banking and investment offers and to create a more united community around its educational and personal finance improvement programme.
- The company's valuation now stands at €775 million.

CHALLENGES

- **An all-round development:** 2021 will have been a particularly rich year for Vivid Money, which opened up to crypto-currencies in April by launching an investment service before launching into Open Banking by relying on Yapily's APIs last June (to facilitate money transfers for its customers). Its new round of funding follows its €60 million Series B last April. Vivid Money plans to launch its first insurance and credit offers soon.
- **Accelerated growth:** Launched in September 2020, Vivid Money's model seems to be successful as the FinTech has seen a 5-fold increase in the number of users for its services since last April. Its customer portfolio has passed the 500,000 mark in Europe. The FinTech has also announced a 25-fold increase in revenues, without specifying the amount.
- **A galloping internationalisation:** Very young on the market, Vivid Money defends an accelerated European expansion strategy. It currently covers Germany, France, Spain and Italy but says it wants to conquer five new markets in 2022 and cover all of Europe by the end of 2023.

MARKET PERSPECTIVE

- In addition to its geographical expansion, Vivid Money is betting on the super-app model, the trend to follow in 2022.
- An archetype of the decompartmentalisation of competition, the super-app represents a major promise that financial institutions must be able to make in order to maintain a direct link with their customers.
- For in addition to FinTech, super-apps are also being deployed by BigTech. Asia is also a demonstration area for this trend, supported by initiatives from Tata Digital, WeChat and GoTo.

Source : [Presse release](#)

vivid



B2B payments

Memo bank simplifies the management of business expenses

The neo-bank dedicated to professionals, Memo Bank, is presenting a new service designed to further enhance its support for professionals. This new offer aims to simplify the management of professional expenses by relying on two very trendy and complementary services: deferred payment and configurable payment cards, integrated within a centralised expense management platform.

FACTS

- Memo Bank announces the launch of a new expense management service for businesses.
- Memo Bank has also selected Enfuce as its card issuing service provider. Through this partnership, Memo Bank can offer its customers Visa Corporate deferred debit cards.
- These cards can take several forms, physical or virtual. They are directly linked to the company's account and can be set up to be used by different employees.
- Users of these cards can make purchases on behalf of the company via deferred payments. All Memo Bank payment card transactions are then debited on the first day of the following month.
- Jean-Daniel Guyot, co-founder and CEO of Memo Bank, underlines the ambition of his service to offer a similar service to that of BNPL.

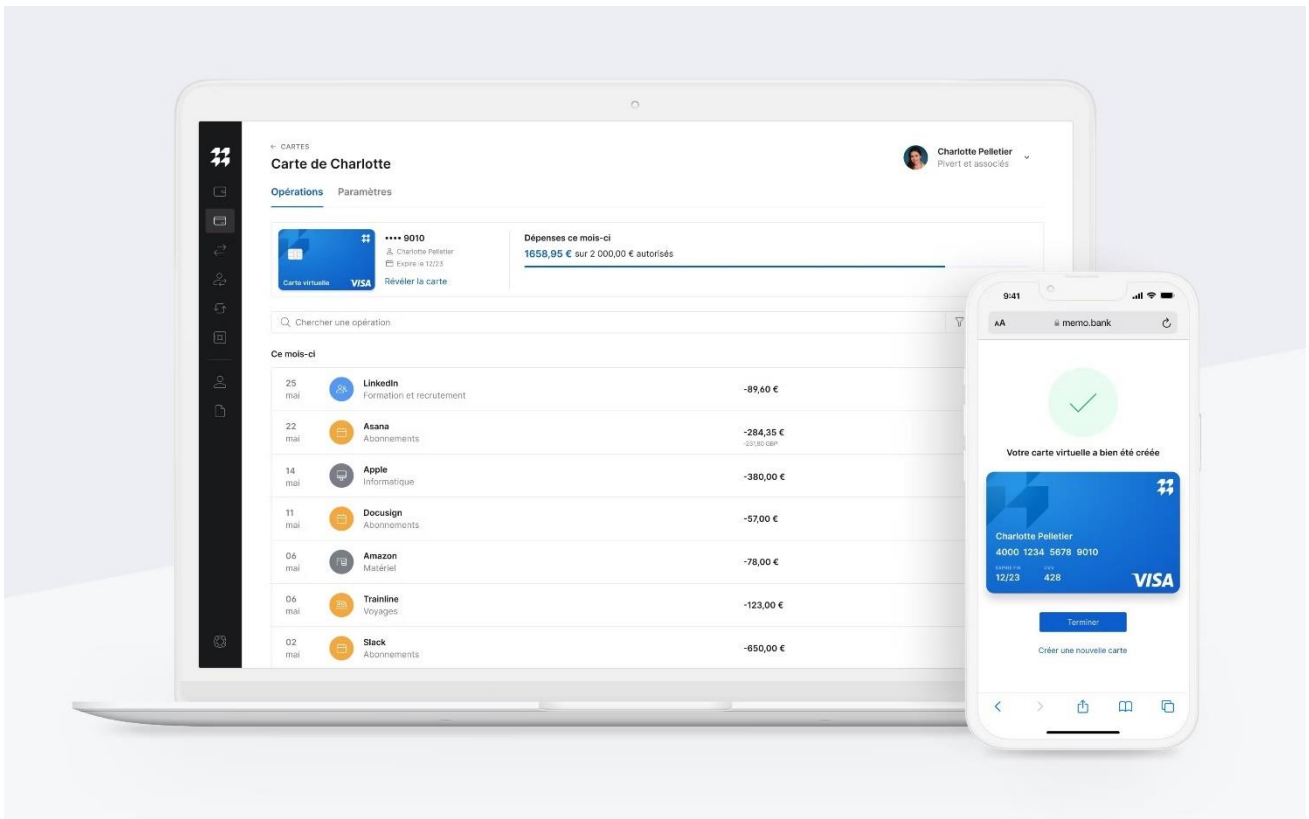
CHALLENGES

- A cash flow optimisation tool: The total amount of deferred debit can reach a maximum of 50,000 euros per month for each company using the new Memo Bank and Visa service. It is thus presented as an alternative between BNPL and cash advances.
- Take advantage of Visa's network: By partnering with Visa, Memo Bank is leveraging a global acceptance network for "its" new cards. Its service allows customers to make deferred payments at over 80 million merchant locations in more than 200 countries and territories.
- Facilitating accounting work: The service promises to be highly responsive. Issuing a card to an employee is as simple as sending an email. Virtual cards are made available and can be used instantly. Spending limits and authorisations can be set in advance. Each transaction is visible in real time. The flows are well isolated by payment card. Each card can be linked to a different current account on the fly.

MARKET PERSPECTIVE

- The digitalisation of the B2B market is accelerating rapidly. Today, small and medium-sized businesses expect to receive the same level of service as private individuals when it comes to payments.
- Several startups in France and Europe have taken the plunge and are offering payment facilities to SMEs based on the same model as BNPL, including Alma, Defacto and Topi in Germany.
- Virtual cards are also very popular in the B2B market. Players such as Stampfli in the United States and Qonto in France offer configurable payment cards to simplify the payment of employee expenses. Memo goes a step further by integrating the issuing of these cards into a centralised expense management platform.

Source : [Presse release](#)



Solarisbank partners with Algoan to conquer France

French FinTech credit specialist Algoan has won the confidence of Solarisbank, a German Banking-as-a-Service platform. The aim of the partnership is twofold for Solarisbank: to integrate Algoan's Credit Scoring solutions and to strengthen its offer on the French market. Algoan will strengthen its position as a reference in the credit market.

FACTS

- As a reminder, Solarisbank is licensed and regulated by the German Federal Financial Supervisory Authority (BaFin). As such, it allows companies to offer their own banking services without the need for a licence.
- Its offerings include digital bank accounts, identification solutions, digital asset custody and lending services.
- It is on this last activity that the merger with Algoan makes sense. Solarisbank now integrates Payment Scoring and Credit Scoring solutions to optimise the scoring of its own customers.
- A multi-year contract has been signed between the two new partners

CHALLENGES

- **Strengthen its positioning in France:** Solarisbank opened an office in France in July 2021 with the ambition of moving away from the white label model. The platform is now reporting a successful launch in France.
- **According to the two new partners,** Algoan's scoring enables it to accept 40% more loan applicants than traditional scoring methods. It also allows the risk to be divided by two for the same number of accepted loan applicants.
- **Preparing for the BNPL market:** Solarisbank also specifies that this integration should enable it to get a head start on the evolution of BNPL regulations, which should help consumers to better face the risks of overindebtedness thanks to the mandatory evaluation of their creditworthiness.

MARKET PERSPECTIVE

- The French FinTech, specialised in credit scoring, has gradually established itself as a relevant observer of the French financial market and as a responsible reference on credit issues.
- Last September, Algoan announced its ambition to make the BNPL more responsible. The FinTech presented its algorithmic solution for automatic credit analysis, now integrated by Solarisbank but already used by other Algoan clients such as Pledg, Cofidis, Oney, Carrefour Banque, Floa or Alma for example.

Source : [Presse release](#)



Open Banking

QuickBooks moves into cash and payroll advance

Created in 2017, QuickBooks is an accounting and invoicing software published by the American company Intuit. This new generation of digital accounting players are now blurring the line with the banking world, so intertwined are these activities. Quickbooks is taking the plunge by offering two new credit products to its customers, among the most popular among neobanks.

FACTS

- QuickBooks now offers two new services:
- QuickBooks Get Paid Upfront, which will allow eligible small businesses to access cash advances to get pre-paid for pending invoices, up to a limit of \$30,000. A flat fee of 3% is applied per invoice funded. No interest is charged on repayments within 30 days. Funds are available within 30 minutes through a QuickBooks connection to its customers' bank accounts.
- QuickBooks Early Pay, which will allow employees of QuickBooks' small business customers to access salary advances within 1-2 business days. The advance payments are recorded online in the QuickBooks software, at no additional cost to employers.

KEY FIGURES

- QuickBooks processed \$91 billion in payment volume in 2021
- 1.5 billion in invoices are created in QuickBooks each year
- QuickBooks Capital has facilitated over \$1 billion in small business loans since 2017

CHALLENGES

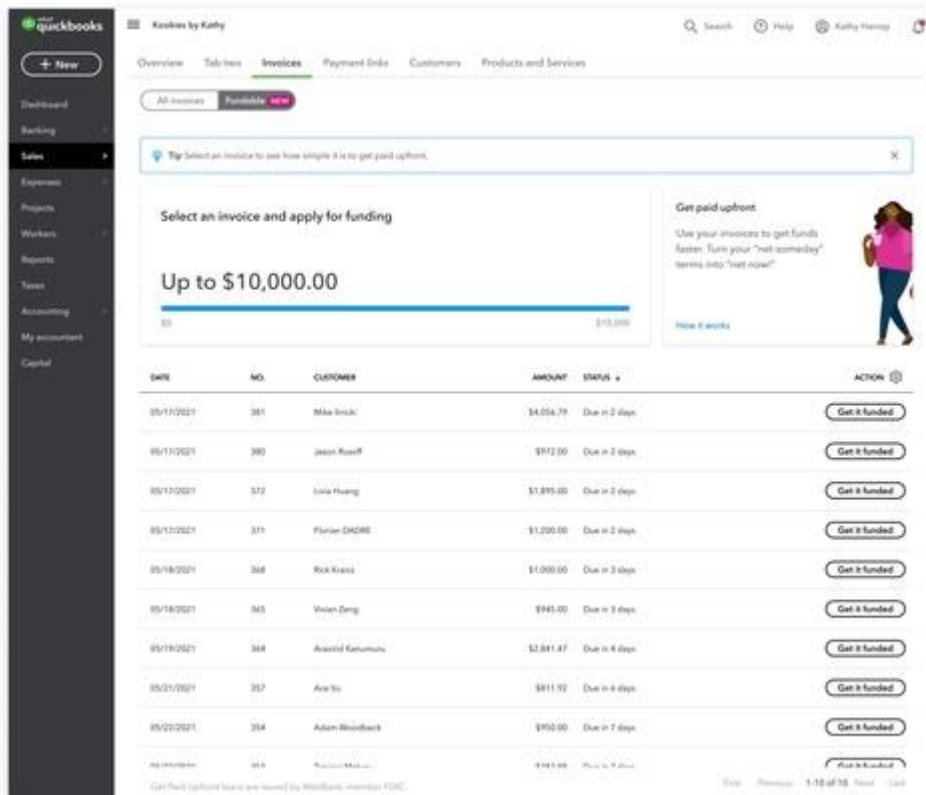
- **Boosting its offering:** As a BtoB service provider, QuickBooks needs to add to its offering regularly to justify its role as a partner to businesses. In addition to credit, with its cash advance service, QuickBooks helps its customers to boost their HR policy and brings added value to its support.
- **Addressing an intractable problem:** According to Intuit, small businesses wait an average of 29 days to be paid and 64% of them have unpaid invoices after 60 days. This reality justifies the launch of QuickBooks Get Paid Upfront. And to legitimize QuickBooks Early Pay, Intuit points to the fact that nearly 40 percent of Americans say they would have trouble paying an unexpected \$400 emergency expense.
- **A player in open banking:** The launch of QuickBooks' new service is part of its growing model of open financial services, straddling administrative, accounting and banking functions. The history of QuickBooks has been marked by the launch of several initiatives in this direction, relating to credit and more recently to payments

MARKET PERSPECTIVE

- Corporate finance is the major fintech trend of the moment. Many fintechs are launching automated processes to help companies, especially small ones, to release financing or payments more quickly, such as the French company Defacto or the German start-up Topi.

- Payday advances are also a new and very popular offer in financial services. So much so that some neobanks are using it as a marketing argument to develop their appeal.
- The trend towards integrating banking and accounting for professionals has grown in recent years. QuickBooks is part of this trend, along with other pioneering players such as Qonto, which has set its sights on Open Banking by 2020 by developing its APIs for connection to accounting software, and Fintecture, which has teamed up with Pennylane to simplify bill payment.

Source : [Presse release](#)



Cross-border payments

Flutterwave triples its valuation

The African FinTech Flutterwave has just made the news again. It has indeed completed a new major fundraising round, to the tune of 250 million dollars in Series D. Its valuation has tripled and it has become an essential reference for payment in Africa and in the world.

FACTS

- Flutterwave has just completed a new Series D round of financing, for an amount of \$250 million.
- The venture capital firm of Facebook co-founder Eduardo Saverin, B Capital Group, Tiger Global and US hedge fund Whale Rock Capital Management are among the investors in this new round.
- The valuation of Flutterwave reaches 3 billion dollars; Flutterwave is thus the most valued FinTech in Africa.
- As a reminder, Flutterwave specialises in money transfers and offers a 100% mobile service relevant to the needs of an underserved population in terms of financial services. It targets individuals and professionals.
- It has expanded its services over time, also offering a marketplace for merchants.

FIGURES

- **2016: founded**
- **3 billion dollars in value**
- **over 200 million transactions processed, representing over \$16 billion**
- **Over 900,000 business customers**
- **34 African countries covered**

CHALLENGES

- **Developing new offers:** Flutterwave specifies that this new round of financing should above all enable it to enrich its range of services. Part of the funding will be used for R&D and the design of new products.
- **Expanding internationally:** In addition to Africa, Flutterwave also intends to rely on mergers and acquisitions to expand and conquer new markets. The new resources will help the company to expand globally. The Middle East and South America would be the primary target areas, with the US, UK and Europe as secondary targets.

MARKET PERSPECTIVE

- Flutterwave has gradually established itself as a key financial technology company in Africa. Founded in 2016 in Nigeria, the company is nevertheless based in San Francisco and thus benefits from an international positioning.
- Flutterwave had notably completed its model by signing with renowned partners such as Visa and Worldpay, then with Uber for example.

- In March 2021, Flutterwave became a unicorn by raising \$170 million in Series C funding from Tiger Global and Avenir. Today, its growth seems exponential.

Source : [Presse release](#)



E-commerce & E-payment

SumUp acquires a major partner by signing with PrestaShop

The British FinTech SumUp, which specialises in mobile payment for small professionals, has diversified over time to become a key player in online payment. Today, it has gained a new partner capable of consolidating its position, PrestaShop. This commercial partnership demonstrates once again the opportunities for association between players in physical commerce and online commerce. A reality that is underlined by the exceptional growth rates of the e-commerce market at the beginning of 2022.

FACTS

- The partners are jointly launching a payment module allowing hundreds of thousands of European merchants operating on the PrestaShop platform to access the SumUp toolkit.
- The offer is based on the following promises
 - a trustworthy user interface with an attractive design
 - Fast and transparent registration,
 - easy configuration,
 - no hidden fees,
 - secure and reliable payments,
 - reduced chargeback rates thanks to 3D-Secure.
- For merchants operating on PrestaShop but also in the physical world, and who already had a SumUp account, a direct connection to their SumUp account from their PrestaShop platform is possible.

ISSUES

- **A turnkey solution for merchants:** Merchants operating on PrestaShop now have a complete turnkey solution for accepting payments, both online and in the physical world. PrestaShop's new SumUp payment module also synchronises all of their payment data and transaction history.
- **Cross-development opportunities:** through this partnership, SumUp is further expanding into the e-commerce segment, which was not its original market and will benefit from PrestaShop's experience. For its part, PrestaShop expands its offer to SMEs and other small professionals, with, among other things, solutions for payment in the physical world, but also an account, a business card and other invoicing solutions.

MARKET PERSPECTIVE

- The enrichment of SumUp's e-commerce offerings represents an important strategic axis for the British FinTech. Already, last October, SumUp reinforced its E-shop service. As a reminder, SumUp E-shop offers a simplified solution for the creation of online shops integrating a payment tool.
- Today, the FinTech has chosen to partner with a giant in the online shop creation market that has already reached a critical size. It is therefore multiplying its initiatives to strengthen its e-commerce offer.

KEY FIGURES

- SumUp
- 3.5 million merchant customers
- more than 30 markets covered
- PrestaShop
- 300,000 sites already using its software

Source : [Presse release](#)



The image shows a screenshot of a PrestaShop module page. On the left is a white square icon with the SumUp logo. To the right, the title 'Module Paiement SumUp' is displayed in a large, bold, black font. Below the title, it says 'Développé par PrestaShop Partners'. There is an orange arrow-shaped badge that says 'Best seller'. Below that, a white box with a black border contains the text 'De V1.6.0.4 à V1.7.8.3'. The background of the page is a light purple color.

Pos, Checkout & mPos

Apple officialise son service Tap to Pay sur iPhone

Apple has just made official a rumour that has been growing in recent weeks about the rollout of a Soft POS payment service on iPhones. US merchants will soon be able to accept Apple Pay and other contactless payments directly on iPhones and tablets that support a compatible iOS application. Far from the specialists, the Soft POS market is opening up a little more to the web giants.

FACTS

- The new cashiering service introduced by Apple is called Tap to Pay. It will allow businesses to seamlessly and securely accept Apple Pay, contactless credit and debit cards and other digital wallets simply by using any iPhone (XS and above) with a dedicated app.
- On the merchant side, merchants will be able to access this new contactless payment acceptance functionality via a compatible iOS app.
- Apple has confirmed that it will support all EMV contactless payments, including Google Pay, so as more options become available, the familiar Square card reader dongles could start to disappear.
- Customer journey :
 - At the checkout, the merchant will simply prompt customers to bring their Apple Pay payment device (iPhone or Apple Watch), contactless credit/debit card or other digital wallet close to their iPhone.
 - Payment will be made securely using NFC technology.
 - Tap to Pay on iPhone will also be rolled out to Apple Stores in the US later this year.

CHALLENGES

- **Continuing to diversify its smartphone:** By dint of updates to its operating system and the introduction of new technologies into its terminal, the iPhone has gradually become a support for financial services (wallet, PFM). The addition of a cash functionality completes this diversification strategy for the Apple smartphone.
- **An alliance strategy:** With Tap to Pay, Apple could have competed with companies like Stripe or Square on their own ground. Instead, the company has chosen to rely on partnerships to integrate Tap to Pay as a payment solution within their offers. Stripe is Apple's first partner; Shopify will join the list in the spring. The commercial and financial terms of these partnerships were not specified. Tap to Pay on the iPhone will be available to payment platforms and their developer partners in the form of a software development kit (SDK).

MARKET PERSPECTIVE

- Apple Pay is already accepted at over 90% of US retailers.
- In 2020, Apple bought a Canadian start-up called Mobeewave for \$10 million. Its specialty: creating a software system that turns an NFC-enabled smartphone into a contactless payment terminal. The system was then used by Samsung since 2019.

- The Korean manufacturer nevertheless managed to get a head start on its American competitor by announcing a partnership with MarketPay and Dejamobil last May to accept payments on NFC-compatible Samsung smartphones or tablets, and more widely on Android.

Source : [Presse release](#)



Mobile payment is also entitled to a French application

Founded in 2001, the Toulouse-based start-up Lyra specialises in mobile payment and promotes a multi-channel approach to its services. Approved as a Payment Institution in 2017, it is now continuing to diversify its offerings with the launch of a solution in the age of the times, taking the form of a cash collection application. More than a simple POS software, the solution is adapted to face-to-face or remote payments.

FACTS

- Lyra's new solution is a mobile application that can be downloaded for free from Google Play.
- Users will then have to pay a subscription fee to use the service and its many features. These include:
 - creation of payment links,
 - sharing payment links via email, QR Code, url, SMS or social network,
 - acceptance of more than 150 payment methods (bank cards, wallet, prepaid cards, meal vouchers, connect holiday vouchers, direct debit with electronic mandate signature, etc.),
 - dynamic currency conversion (e-dcc),
 - a real-time transaction status monitoring service (Sent, In progress, Paid, Cancelled, Refused, Expired).
- The application is therefore presented as a tool for accepting payments directly and remotely, a system capable of managing the collection of payments regardless of the purchase context.
- PayZen by Lyra is PCI DSS and 3DS2 certified.

KEY FIGURES

- **2001: creation of Lyra**
- **+ More than 20 billion secure and transmitted payments in 2020 worldwide**
- **250,000+ e-commerce sites including 50,000 in France**
- **4,000,000+ payment terminals worldwide**
- **11 countries covered (Algeria, Germany, Argentina, Brazil, Chile, Colombia, Spain, India, Mexico, Peru and Uruguay)**

CHALLENGES

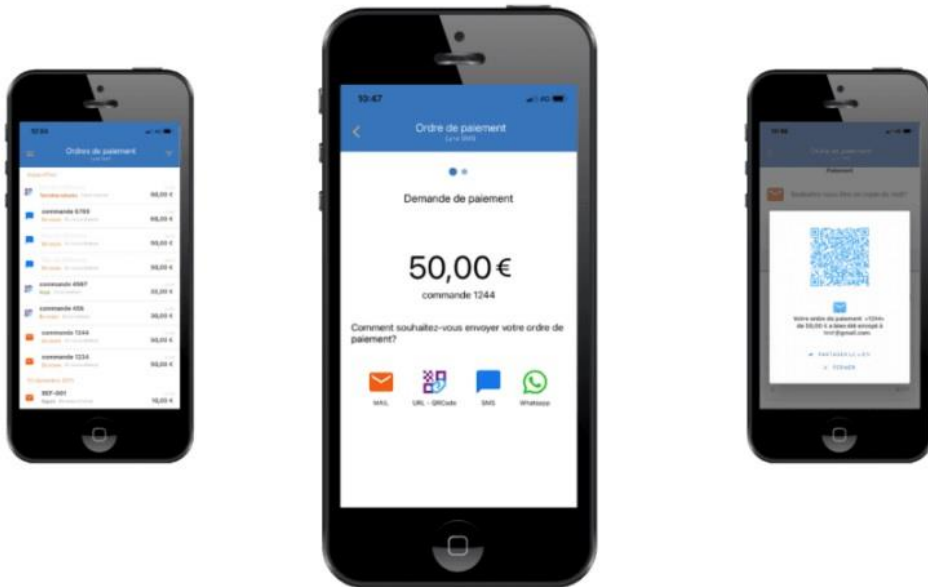
- **An approach in line with new habits:** While the pandemic has contributed to the acceleration of the transformation of consumer habits, cross-channel purchasing experiences have multiplied. Lyra is capitalizing on this trend to justify its approach more than ever.
- **Facilitating checkout in any situation:** Lyra is particularly targeting mobile retailers, home-based salespeople and craftsmen.

MARKET PERSPECTIVE

- The subject of mobile cash-out has been put back in the spotlight following Apple's announcement of the launch of its Tap to Pay service. This will allow iPhones to be transformed into payment terminals in the United States.

- The excitement surrounding this announcement is notably linked to the Apple brand, which is always quick to promote its services in resounding marketing campaigns. However, similar solutions already existed for Android.
- Apple's entry into the battle represents less the arrival of a new competitor for players like Lyra than a lever for accelerating the adoption of these services. On the other hand, this possible democratisation of soft POS solutions represents a significant competitive risk for the historical players in the cash collection sector.

Source : [Presse release](#)



Market Pay adds link payment to its Soft Pos solution

While the payment industry is full of newcomers, Market Pay, a pioneer in Soft Pos payment solutions, has introduced a new innovation to simplify mobile payments, with payment links accessible via QR codes. This new feature will allow Market Pay to stay ahead of the curve and establish its status as a pioneer.

FACTS

- Market Pay, a startup offering an omnichannel payment solution for businesses, launched PayWish, its Soft Pos acceptance solution, in June.
- In addition to contactless payment, it now offers a link payment method.
- Customer journey:
- A link is sent to the customer by email or scanned by the customer via a QR Code automatically generated on the merchant's mobile terminal.
- This same link redirects to a payment page where the customer can choose their payment method: bank card or simplified transfer.
- The entire transaction is carried out on a single terminal. It does not require any additional hardware. PayWish considerably facilitates mobile sales experiences, whether at the point of sale or outside (home delivery, mobile sales, VTC, etc.).

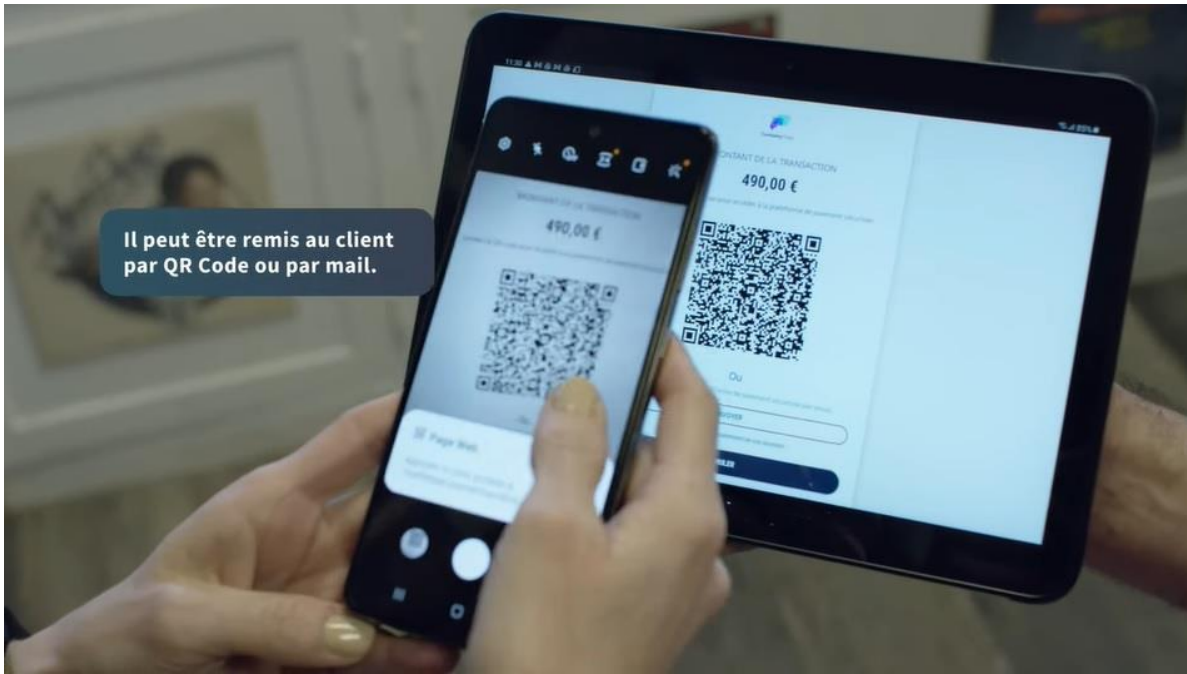
CHALLENGES

- **Simplify mobile checkout:** Mobile sales experiences are becoming more common with the multiplication of order taking in queues, pop-ups and sales corners, and a greater need to optimise the sales area, outside of the healthcare context. The annual growth rate of mobile payment systems is estimated at +20% until 2024.
- **Innovating to remain relevant in the face of fierce competition:** In addition to new payment methods, PayWish's functionalities continue to expand with the arrival of cashback and deposit taking. These payment methods will gradually be enhanced with new options such as BNPL (But Now Pay Later).

MARKET PERSPECTIVE

- Many players (digital payment players such as Stripe or Adyen, tech or e-commerce giants) are currently entering this cash-out market, which increasingly appears to be a crucial moment for the user experience at the payment level and also a generator of essential data, for merchants and financial players, to better understand their customers' needs.
- To serve these banking and non-banking customers, Market Pay offers a state-of-the-art mobile payment experience, the Soft Pos, integrating the latest innovative payment features.

Source : [Presse release](#)



TSP Vouchers

After the restaurant voucher, the telework voucher

Manager of coworking spaces, of a communication company and creator of innovative solutions, Thierry Valdor is an entrepreneur at the origin of a brand new service: the telework voucher. As its name indicates, it should make life easier for teleworkers by giving them access to coworking, which is becoming more democratic, and in this sense represents, more than a means of payment, a new salary advantage and a response to the new needs of companies.

FACTS

- Thierry Valdor has just launched telework vouchers. The main objective of this solution is to encourage companies to pay for coworking sessions for their employees.
- The telework vouchers are, in form, prepaid coupons distributed by companies to their teleworking employees. The latter can use their vouchers to book and pay for coworking spaces within a network of affiliates, by scanning the QR code affixed to each voucher.
- The telework vouchers are free of charge for the beneficiary employees, but a commission will be charged to the issuing companies.
- The telework vouchers are currently being deployed; they can already be used by employees to access 16 coworking spaces throughout France.

CHALLENGES

- **A solution to a legal obligation:** Article 7 of the 2005 national interprofessional agreement presented by the Ministry of Employment, Social Cohesion and Housing legally obliges the employer to cover the costs of teleworking for its employees. It is on this article that the Telework Voucher is based to legitimise its existence. All the more so, in a context of democratisation of telework.
- **A paradigm shift:** According to an INSEE publication on the economy and society in the digital age, based on figures from the Ministry of Labour's Directorate for Research, Studies and Statistics (DARES), there were only 3% of regular teleworkers (teleworking at least once a week) in 2017. At that time, 4% teleworked occasionally. The pandemic has nevertheless profoundly transformed habits. The DARES counted 25% of employees teleworking in France in 2020, and estimated that the situation was relatively similar one year later, in the spring of 2021.
- **A tool adapted over time:** Many companies have finally put in place a telework agreement to renew their post-crisis organisation and make telework sustainable.

MARKET PERSPECTIVE

- Thierry Valdor is now adapting the meal voucher concept to telework and offering a service that is in tune with the times. The border between these two worlds has never been very thick; Sodexo was already interested in coworking in 2017.
- Since then, teleworking has been democratised with the health crisis and the services adapted to meet the new needs linked to this work organisation are multiplying. When Luko presented a second home insurance including services dedicated to teleworkers, Nationwide transformed its branches into coworking spaces.

Source : LinkedIn



[CHÈQUE TÉLÉTRAVAIL ?]
Inscrivez gratuitement votre espace

Payment initiation transfer

TSB simplifies payment for SMBs

Revenu, TSB Bank's new application for business customers, allows them to collect payments from customers based on requests sent via SMS, WhatsApp, email and QR codes.

FACTS

- TSB has launched a new app called Income, designed to help SMEs receive payments faster and manage their business finances.
- The banking technology, developed by BankiFi, allows TSB's business customers to collect payments from consumers from requests sent via SMS, WhatsApp, email and QR code.
- The application uses Open Banking to speed up the billing process. The platform also connects to existing accounting software to streamline invoice management.

CHALLENGES

- **Digitalising payments for businesses:** With the Covid crisis, small and medium-sized enterprises have faced supply difficulties, which have led to payment delays. This situation highlighted the importance of improving and digitalising payment processes for businesses. TSB's digital solution aims to give a vital boost to cash flow, while providing customers with essential business management tools.
- **Speeding up the payment process:** As part of its Do What Matters plan, TSB Bank exceeds the requirements of the UK Government's Voluntary Prompt Payment Code by paying 97% of its SME suppliers in an average of seven days and 97% of all suppliers in an average of nine days.
- **Offering an end-to-end solution by leveraging open banking:** The application uses an open banking infrastructure and also connects to existing accounting software to streamline invoice management.

MARKET PERSPECTIVE

- On average, SMEs in the UK owe more than £6,000 in late payments. The Federation of Small Businesses also recently reported an increase in late invoice payments over the last three months, meaning that over 400,000 SMEs could be forced to close by 2022.
- The app has been developed exclusively for TSB by Bankifi, which recently secured a £500,000 investment from the Co-Operative Bank as part of an agreement to co-develop a payment request application (RTP), Incomeing, allowing SMEs to manage invoices, link their accounting software and receive payments.

Source : [Presse release](#)



Bank of America and Banked launch "Pay by Bank"

As part of the Open Banking revolution that has been transforming the banking industry in recent years, Bank of America is banking on the startup Banked, which aims to become the leader in alternative online payment methods.

FACTS

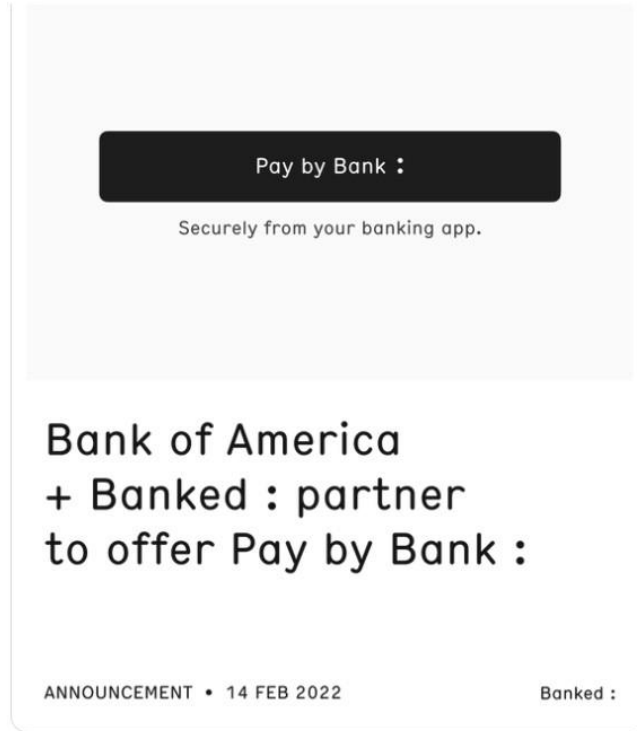
- On 14 February, Bank of America raised a total of \$20 million in this UK fintech.
- Bank of America has launched its "Pay by Bank" service in the UK in collaboration with Banked.
- This new feature aims to make online shopping easier by allowing users to pay directly from their bank account (A2A: Account to Account Payment).
- Customer journey:
 - At the time of payment, the customer is redirected to their online banking platform.
 - They authenticate themselves with their login details to validate the payment.
 - Once authenticated, the payment is sent directly from the bank to the e-merchant's account.

CHALLENGES

- **Avoid storing customer data:** it is no longer necessary to use a bank card when making a purchase, as it is a simple "account-to-account" online payment; e-retailers do not collect their customers' card data.
- **Streamline payment reconciliation:** incoming payments are added to the e-merchant's receivables, so they can see everything in one place.
- **Simplify, secure and cost-effective connection:** The system is easy to set up by connecting to the company's existing treasury system using APIs. These connections are more secure because they use the customer's bank authentication network and less expensive because they eliminate card processing fees.

MARKET PERSPECTIVE

- The online transaction industry is growing rapidly. According to a recent study by Allied Market Research, the market is expected to reach \$43 billion by 2026 in Europe alone. After the UK, Bank of America plans to roll out its Pay by Bank services to other countries and regions.
- Source : [Presse release](#)



Pay by Bank :

Securely from your banking app.

**Bank of America
+ Banked : partner
to offer Pay by Bank :**

ANNOUNCEMENT • 14 FEB 2022 Banked :

The image is a promotional announcement for 'Pay by Bank'. It features a dark grey rounded rectangle at the top with the text 'Pay by Bank :' in white. Below this, the text 'Securely from your banking app.' is centered. The main headline reads 'Bank of America + Banked : partner to offer Pay by Bank :'. At the bottom left, it says 'ANNOUNCEMENT • 14 FEB 2022' and at the bottom right, 'Banked :'. The entire graphic is set against a light grey background.

Luko chooses GoCardless as automated payment solution

Luko selected GoCardless as an automated payment solution that could integrate with its existing systems to reduce costs, while promoting overall operational efficiency and customer experience.

FACTS

- The challenger's primary objective is to provide all the services of an insurance company, but at a lower cost and in a fully digital way.
- Payments are among the highest costs associated with serving customers.
- New Luko customers now make an initial one-off payment by card before setting up a direct debit mandate via GoCardless for their subsequent recurring payments.
- Luko's systems take over with a direct connection to the GoCardless API, which allows for automated payment requests, payment status updates, and the creation of new mandates.

Customer base doubled in just one year to over 200,000 users

Luko processes over one million payments per year

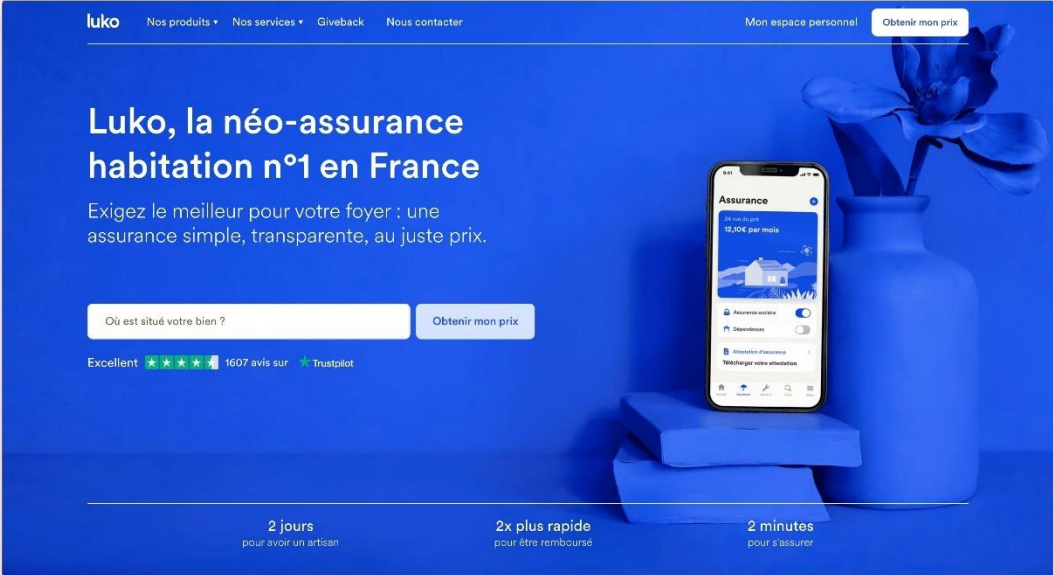
CHALLENGES

- **Reduce costs:** To keep up with business growth, the high cost of card payments was becoming unsustainable, particularly due to a highly manual process that was prone to failure if the card expired or the cardholder's details changed.
- **Reduce payment failures and complaints:** Half as many failed payments thanks to GoCardless. The company claims to have saved more than 50% on bank rejection fees.
- **Focusing on its core business:** Devoting all its energy to what it does best: transforming the insurance market. Luko has big ambitions. To achieve this, it has fully understood the benefits of having strategic partners at its side.

MARKET PERSPECTIVE

- The already strong growth of the AssurTech (Luko was recruiting 100,000 new customers in 2021 alone) will be reinforced by the acquisition of the German player Coya, allowing it to take over a portfolio of nearly 300,000 customers (220,000 Luko customers and 80,000 Coya customers). Targets have already been set to enable the group to pass the one million customer mark by 2023.
- For its part, GoCardless is weaving its web among alternative players, as evidenced by its recent partnership with Klarna, and is increasing its valuation since the FinTech recently announced a new round of funding that enabled it to exceed the billion mark.

Source : [Presse release](#)





The image shows a landing page for Luko, a neo-insurance company. The page has a dark blue background with white text and a light blue mobile app interface. At the top, there is a navigation bar with the Luko logo and links for 'Nos produits', 'Nos services', 'Giveback', and 'Nous contacter'. On the right, there are links for 'Mon espace personnel' and 'Obtenir mon prix'. The main headline reads 'Luko, la néo-assurance habitation n°1 en France'. Below this, a sub-headline says 'Exigez le meilleur pour votre foyer : une assurance simple, transparente, au juste prix.' There is a search bar asking 'Où est situé votre bien ?' and a button 'Obtenir mon prix'. A Trustpilot rating is shown as 'Excellent' with 4 stars and 1607 reviews. On the right, a smartphone displays the app interface with 'Assurance' at the top, a price of '12,90€ par mois', and various settings like 'Recouvrement' and 'Déclaration'. The phone is placed on a stack of blue blocks next to a blue vase with a white flower. At the bottom, three key benefits are listed: '2 jours pour avoir un artisan', '2x plus rapide pour être remboursé', and '2 minutes pour s'assurer'.

luko Nos produits • Nos services • Giveback Nous contacter Mon espace personnel Obtenir mon prix

Luko, la néo-assurance habitation n°1 en France

Exigez le meilleur pour votre foyer : une assurance simple, transparente, au juste prix.

Où est situé votre bien ? Obtenir mon prix

Excellent  1607 avis sur  Trustpilot

2 jours pour avoir un artisan

2x plus rapide pour être remboursé

2 minutes pour s'assurer

Actor's strategy

Feedback: Lemonway reports strong growth

Lemon Way, the French FinTech specialising in secure payments for marketplaces, has just presented its results. The year 2021 will once again have been marked by strong growth in its activities, driven in particular by the signing of numerous partnerships.

FACTS

- A pan-European payment institution, Lemon Way has established itself over the years as a leader in the marketplaces sector. The French FinTech offers a mobile payment and collection solution for third parties. And this year 2021 has once again been marked by the relevance of its strategy and positioning.
- Indeed, the FinTech reports a 76% growth in its transaction volumes, i.e. €5.5 billion in payments, compared to just €900 million in 2016.
- Lemon Way has seen its revenues increase by 65% and can now count on a turnover of 12 million euros.
- 100 new customers have joined the FinTech portfolio, including Decathlon, Bricks.co and Funding Circle.
- Lemon Way finally had to recruit, creating 70 new positions and increasing its workforce from 90 to more than 160 by 2021.
- Based in France, but also in the UK, Italy, Spain and Germany, Lemon Way generates 40% of its turnover outside France. It currently serves marketplaces in 21 European countries.

CHALLENGES

- **Further optimise its services:** Lemon Way is taking advantage of this momentum to continue its investments. It has identified KYC as an improvement objective and is investing 5 million euros in the development of a new identification and anti-fraud tool.
- **On the road to tomorrow's finance:** FinTech's prospects for development are now focused on what its managers identify as a market of the future, namely blockchain and crypto-currencies. To this end, Lemon Way has joined ADAN, the Association Des Actifs Numériques et des Technologies Blockchain. The launch of a BNPL service would also be of interest to FinTech.
- **A return to crowdfunding:** Lemon Way also specifies that its strategy will be turned, as at the launch of the service, towards crowdfunding. However, the FinTech nuances this return to its roots by specifying that it wants to position itself as a reference in real estate crowdfunding this time, which will have grown by 90% in 2021. As a reminder, real estate crowdfunding consists of raising funds from individual investors to finance a project in the real estate sector.

MARKET PERSPECTIVE

- Lemon Way should notably carry out a new large-scale fundraising, at the beginning of 2023, to finance all these projects.
- But one of the keys to Lemon Way's success also lies in the multiplication of its partnerships. The end of 2021 will have been marked by its rapprochement with Tink, a leading European open banking platform.

- It is also thanks to this partnership that Lemon Way was able to launch Pay by Bank, a payment initiation service for marketplaces, which is in line with the times.
- Switzerland's example is worth following as it highlights a trend that is gaining momentum worldwide. In November 2021, Commonwealth Bank became the first bank in Australia to offer a crypto trading service. Italian bank Banca Generali has also invested in FinTech Conio to offer crypto products.
- The market value of total crypto-assets in circulation exceeded \$2 trillion in September 2021, 10 times more than in early 2020. The International Monetary Fund reports on this exponential growth and the challenges of disintermediation for central banks and commercial banks. It stresses the importance for authorities to issue central bank digital currencies and the need to adapt to technologies to avoid disruption.

Source : [Presse release](#)



GoCardless joins the Unicorns

La FinTech britannique GoCardless, spécialisée dans la dématérialisation et la simplification des paiements récurrents par prélèvement automatique, vient d'accéder au statut très convoité de Licorne. Un nouveau tour de table consolide son modèle et ses ambitions d'accélérer sa croissance dans l'open banking.

FACTS

- Gocarless has joined the ranks of British technology unicorns after raising \$312 million in a Series G round.
- Gocarless' backers include new high-profile investors such as Permira and BlackRock.
- This new round of funding also brings the FinTech to a valuation of \$2.1 billion.
- This financing will allow GoCardless to accelerate its growth in the field of Open Banking, boosting the internationalisation of its offer.

CHALLENGES

- **A promising start:** GoCardless announced its intention to launch a hybrid payment solution based on Open Banking in January 2021. The following April, it signed up its first customer in the ISP sector, Cuckoo. Since then, GoCardless has multiplied its partnerships with FinTechs such as Pennylane, PayPal and Klarna to ensure the widest possible distribution of its offer.
- **Competing with the biggest payment players:** GoCardless' new investments should enable it to further strengthen its account-to-account payment services and build a global payment network capable of competing with card networks.

MARKET PERSPECTIVE

- GoCardless now processes more than \$25 billion in transactions per year and serves more than 70,000 businesses worldwide. This figure and its new status as a Unicorn are a clear indication of the relevance of its strategy.
- Its agile and responsive FinTech model has enabled it to quickly establish itself in a market of the future. Other global initiatives are also seeking to present themselves as alternatives to current payment networks. In Europe, for example, EPI is still seeking to rally around its objective of interoperability.

Source : [Presse release](#)



Feedback: By expecting too much, PayPal disappointed

PayPal has complied, as it does after every quarter end, with the announcement of its results. But after having been flamboyant at the beginning of 2021, a slowdown in the progression of the online payment giant has panicked observers and investors at the beginning of the year. A look back at a stock market crisis to put into perspective.

FACTS

- Shares in the online payment giant fell 26% following its latest quarterly announcements. This was a direct reaction to the group's lower profits of \$801 million, down from \$1.5 billion in the third quarter.
- In the fourth quarter of 2021, the group has indeed recorded mixed results, but that should not erase its progress.
- PayPal's turnover was thus set at 6.92 billion dollars, up by +11.9% compared to the previous quarter.
- Although the growth in the number of PayPal users has slowed down, it is still continuing. 9.8 million PayPal accounts were created, compared with 16 million during the same period last year. PayPal also said it had removed some 4.5 million fake accounts created by bots. In total, PayPal now has some 426 million active customers worldwide.
- The volume of payments recorded via the Venmo service increased by 26% during the last quarter (reaching 61 billion dollars), and by 44% over the whole year (reaching 230 billion dollars).
- Finally, PayPal had to face the abandonment of its payment service by eBay, its historical partner.

CHALLENGES

- **A slowdown, but a constant progression:** The e-commerce boom will naturally have benefited PayPal, which actually posted exceptional results for the first quarter of 2021. Analysts' disappointment is based on a factual slowdown in PayPal's results, but is distracted by another equally factual element, namely the constant progression of the figures presented by the online payment giant.
- **New targets:** PayPal has revised its targets, saying it hopes to recruit between 15 and 20 million new active customers this year. These announcements are therefore relatively vague, and the company has abandoned its target of 750 million accounts by 2025. PayPal's objective today is to avoid disappointment and to maintain sustainable growth, including for its turnover (forecast at +15 or 17% over 2022).

MARKET PERSPECTIVE

- More than capturing new customers, the group is now betting, more than ever, on its diversification and the consolidation of a global offer to survive.
- This strategy has already largely marked the year 2021 during which PayPal has multiplied initiatives in favour of its transformation (trading, BNPL, crypto-currencies and stableCoin). All this with the ambition of imposing a Super-App on the market in the medium term, in line with the vision of financial services of the future.

Source : [Presse release](#)

PayPal

PAYPAL HOLDINGS, INC. (NASDAQ: PYPL)

Q4 and FY'21 Highlights

	Q4'21		FY'21	
	USD \$	YoY Change	USD \$	YoY Change
GAAP				
Net Revenues	\$6.9B	13%*	\$25.4B	17%*
Operating Income	\$1.1B	9%	\$4.3B	30%
EPS	\$0.68	(49%)	\$3.52	(1%)
Non-GAAP				
Operating Income	\$1.5B	0%	\$6.3B	17%
EPS	\$1.11	4%	\$4.60	19%

* On an FXN basis

MasterCard expands its consulting activities

MasterCard's advisory service has been expanded to include three major new topics: Open Banking, crypto-assets and ESG issues (concerning environmental, social and governance criteria). All of these topics will obviously be dealt with in connection with payments, in line with the core business of the American scheme. This positioning nevertheless reflects MasterCard's efforts to diversify its services.

FACTS

- Mastercard Data & Services, MasterCard's analytics and consulting arm, currently has more than 2,000 data scientists, engineers and consultants serving clients in 70 countries around the world.
- But the group is now planning to expand this activity even further. MasterCard is presenting a growth plan for Mastercard Data & Services, based in particular on the recruitment of more than 500 university graduates and young professionals specialising in the following areas
 - Open Banking,
 - Crypto-assets (digital currencies and NFT),
 - ESG criteria.
- The future work of MasterCard's dedicated advisory unit will therefore also focus on these new topics of interest to the group. The angle adopted for their analysis will obviously be that of payment.
- Companies of all sizes are targeted as the next beneficiaries of MasterCard's future strategic advice on these topics. MasterCard intends to :
 - help businesses maximise the opportunities of Open Banking and open data,
 - Help central banks explore the design and deployment of a central bank digital currency,
 - help businesses to meet the expectations of consumers, who are increasingly aware of the social and ecological issues surrounding products and brands.

CHALLENGES

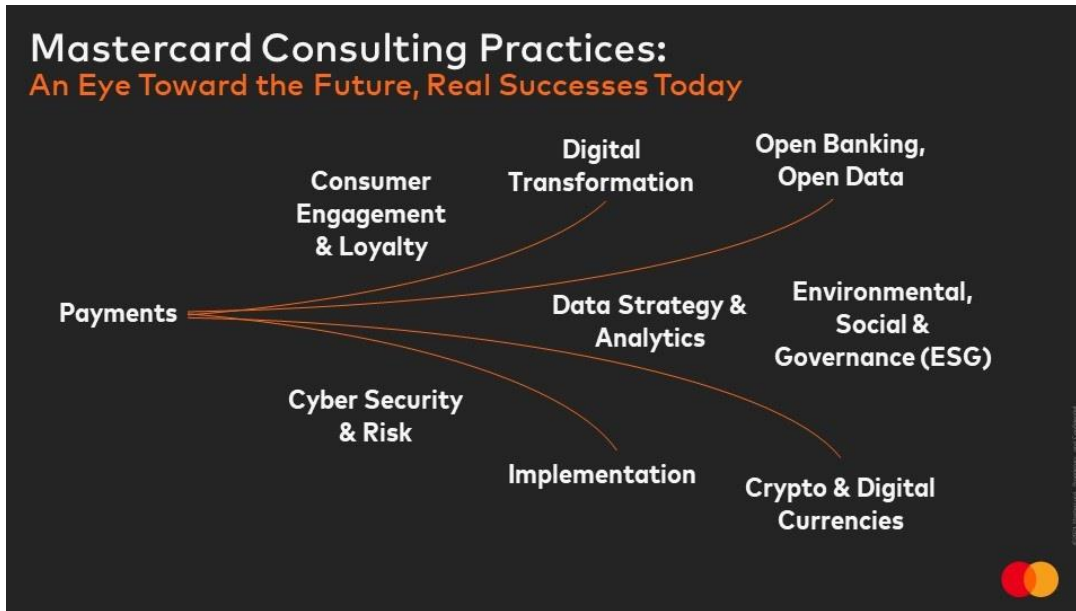
- **Keeping up with trends:** The socially responsible commitments of financial organisations are under greater scrutiny than ever, particularly since COP26. Furthermore, while Open Banking has been a strong trend for several months now, crypto banking has been heralded as a coming revolution. MasterCard has therefore opened up its consulting activity to three major trends that companies will have to position themselves for the near future.
- **Making a name for itself beyond payment:** By surfing on these major trends that are making international headlines, MasterCard is also seeking to shed more light on its consulting business and to present itself as an expert in financial services and the new technologies that are transforming the sector. This positioning is all the more necessary for MasterCard, which is faced with increasing competition in the payment market and the questioning of its hegemony.

MARKET PERSPECTIVE

- MasterCard has already developed a great deal of expertise in the three areas in which its consulting division will henceforth provide advice to companies:
- The payment giant is thus a pioneer in the democratisation of crypto-assets, even positioning itself, at the beginning of 2021, in favour of the integration of cryptos within its payment infrastructure. Already in 2020, the American scheme wanted to help central banks deploy their digital currencies.

- On the subject of Open Banking, MasterCard is once again committed to establishing itself as a market reference. The group consolidated its position with AiiA last September.
- And finally, like all financial companies today, MasterCard is defending a committed positioning, which is reflected in the launch of new services dedicated to the calculation of carbon emissions or financial inclusion, in order to promote its social and environmental values.

Source : [Presse release](#)



Feedback: N26 unveils its 2020 results

The German born neo-bank N26, which has managed to establish itself as a FinTech reference in Europe, wanted to start the year by posting its results for the year 2020. This is an important event because it is information that was previously kept secret due to the fierce competition between alternative players, and it is a step towards greater openness and transparency and anticipates the obligations linked to a future stock market listing.

FACTS

- N26 chose to publish its annual results at the beginning of the year. These results, however, concern its 2020 activity, and show sustained growth for the FinTech. The results for 2021 will be published in the first half of 2022.
- The latter improved its net profit margin by 96 points in 2020, compared to 2019. The FinTech also saw its net losses shrink by 30.5% compared to 2019. Its gross revenue jumped 22% to €112 million; its net losses were reduced by 33.3% to €110 million.
- N26 saw its balance sheet activity increase by 79% in 2020, to €4.3 billion. And its transaction volume jumped 57% to €50.3 billion compared to fiscal 2019.
- N26 ultimately identifies three drivers of its growth:
 - the increase in subscriptions,
 - Accelerating account usage,
 - Increased subscription to additional banking products.
- The FinTech says it now has over 7 million customers in Europe.

CHALLENGES

- **Putting the black marks of 2021 behind us:** 2021 will have been marked by two difficult announcements for N26 in quick succession. The FinTech decided to leave the US territory last November (after having left the UK territory following the Brexit). The year 2021 will also have been marked, for N26, by a sanction for failing to comply with anti-money laundering controls imposed by the German financial supervisory body BaFin.
- **Validating a business model:** Subscriptions generated 45% of commission income, driven in particular by the launch of N26 Smart. The FinTech highlights this particular point to validate the relevance of the evolution of its business model.
- **One step closer to going public:** In March, N26 applied for a licence to obtain financial institution status from the Bafin, a regulatory requirement before a possible IPO. The neobank would be the first German Fintech to receive this approval.

MARKET PERSPECTIVE

- N26 published part of its 2020 results at the very beginning of 2021. Even then, the FinTech reported strong growth over the year, driven in particular by the health crisis.
- In February 2022, however, N26 was unable to publish its 2021 results. The FinTech nevertheless states that they will be unveiled soon, during the first half of this year.

- It remains to be seen how they will have been impacted by the hard knocks that N26 has had to face. The year 2021 will not have been so bad for the FinTech, which was also able to count on a historic fundraising, in Series E, which allowed it to beat a record valuation.

Source : [Presse release](#)

RÉSUMÉ DES INDICATEURS FINANCIERS

Indicateurs Clés	2019 m€	2020 m€	Evolution
Revenu Net Intérêts et Commissions	56.8	72.1	+ 26.9%
Revenu net d'intérêts	9.3	14.8	+ 59.1%
Revenu net Commissions	47.5	57.3	+ 20.6%
Dépenses Administratives	- 244.7	- 206.3	- 15.7%
Dépenses Salariés	- 76.0	- 92.2	+ 21.3%
Marketing et autres dépenses administratives	- 168.7	- 114.1	- 32.4%
Amortissement des biens mobiliers	- 3.6	- 5.6	+ 55.6%
Autres résultats d'exploitation	- 9.9	- 2.0	- 79.8%
Résultat opérationnel avant provision des risques	- 201.3	- 141.8	- 29.6%
Provision des risques	- 15.6	- 8.9	- 42.9%
Résultat opérationnel après provision des risques	- 216.9	- 150.7	- 30.5%
Bénéfice / perte d'exploitation des activités UE	- 165.0	- 110.0	- 33.3%
Bénéfice / perte d'exploitation des activités hors UE	- 51.9	- 40.7	- 21.6%
Résultat net annuel	- 216.9	- 150.7	- 30.5%

*Le provisionnement des risques est la somme de tous les abandons et provisions prévus pour l'activité de crédit, y compris la trésorerie

Feedback: Boursorama updates its offer with Boursomarkets

Boursorama Banque has, as it regularly does, taken part in the publication of its results. And the beginning of 2022 is marked by the continued growth of the Société Générale subsidiary. It is taking advantage of a favourable context in France, following the departure of ING, and is updating its range of stock market products to align itself with the competition from online brokers.

FACTS

- The online bank has announced the update of its stock market investment fund product offering for its 3.3 million customers.
- Called Boursomarket, the new platform is aligned with zero brokerage fees, no conditions and no penalties.
- 40,000 investment products will be available without fees or conditions.
- The structured products that the bank issues or that other leading players in their asset class offer, such as BlackRock and Goldman Sachs, will be available free of charge: trackers on French and European equities (eligible for the PEA) or following major MSCI indices, with reduced management fees (0.15 to 0.40%) compared to traditional UCITS.
- This new offer replaces the Boursorama 0% account. Until then, customers were obliged to place their stock market orders on live securities by telephone, with a fixed commission of 11.90 euros.
- Another major advantage of the Boursorama offer is the free alerts, which are very useful for positioning or disinvesting in a product or security at the right time.

ISSUES

- **Zero fee brokerage with no strings attached:** Some zero fee brokerage offers often have hidden fees or punitive execution conditions, a practice that is under scrutiny by the European authorities and the AMF. Boursorama, which explains that "issuers will offer the same price ranges as today as those of the regulated market without receiving retrocessions linked to prices or execution volumes"
- **Facing competition from new platforms:** Germany's Trade Republic continues to gain ground, claiming one million clients in just two years of operation. Boursorama Banque, which has been the cheapest bank for 14 years now, does not want to compete on free services.
- **A bank adapted to the needs of young people:** Its brokerage activity benefits from a buoyant market, driven by a younger customer base. In 2021, its stock market products grew by 25% to EUR 9 billion, including PEAs, ordinary securities accounts and its Compte d'Épargne Financière Pilotée (CEFP) invested in UCIs.

MARKET PERSPECTIVE

- Societe Generale is one of the most heavily invested French banks in the Russian market (notably through its subsidiary Rosbank). The new geopolitical context is therefore largely to its disadvantage; the French bank has seen its stock market value fall by almost 10% since the start of the conflict.
- Boursorama Banque's growth prospects are therefore more welcome than ever for the group as a whole. Freshly reorganised, in particular through its merger with Crédit du Nord, Société Générale is relying heavily on its digital transformation and on future technologies to renew itself. The rise of its online bank is part of this strategy.

Source : [Presse release](#)

Évolution du nombre de clients de Boursorama Banque



Source Boursorama Banque - Déc. 2015 - Déc. 2021

Cryptos and CBDC

Solana blockchain facilitates crypto-currency payments

A global reference in Blockchain technology, Solana has established itself, since its creation in March 2020, as a challenger to Ethereum, with its own crypto-currency: Sol. To further strengthen its position and accelerate its deployment against the competition, Solana has just launched a new point-of-sale payment acceptance service. In particular, it intends to distinguish itself by focusing on payment in stablecoins.

FACTS

- The new offering presented by Solana Labs is a solution for accepting payments in crypto-currencies and stablecoins (Sol and USDC in particular).
- Called Solana Pay, it is based on a new open-source decentralised payment protocol, intended for all merchants operating an online shop or a physical store.
- The system is based on QR codes and the use of a mobile wallet to validate peer-to-peer payments between a buyer and a merchant.
- Customer journey :
- A customer equipped with the Solana wallet enters a shop,
- he scans his QR Code to validate a purchase transaction,
- the funds are immediately transferred to the merchant's Solana account.
- In terms of responsiveness, Solana Pay is said to be capable of processing up to 60,000 transactions per second (close to the 65,000 announced by Visa).
- For merchants, the use of this system promises the deployment of new value-added services in the near future. In particular, Solana Pay is intended to offer to manage loyalty programmes integrating NFTs, for example.

CHALLENGES

- **A specific integration of stablecoins that contributes to the originality of the Solana Pay solution.** Solana's founders are asserting their ambition to create new payment rails to pay in digital versions of stablecoins, starting with the digital dollar (USDC), which currently accounts for 4 billion dollars of transactions on Solana's blockchain. This is how Solana hopes to contribute to the democratisation of crypto payments.
- **The promise of low cost:** Solana's main argument to promote its new service is pricing. Blockchain promises that minimal fees will be instantly applied to each transaction made via its service.
- **Blurring the boundaries between the virtual and real economies,** as initiatives to bridge these worlds multiply. Solana is embracing this trend with an innovative solution, enabling crypto-currencies to find new and broader uses.

MARKET PERSPECTIVE

- Sol has become the fifth most valuable crypto-currency on the market (\$59 billion), according to Coingecko. Solana also recorded 1.48 billion transactions last November, according to CoinMarketCap.

Recognition of Sol is widespread; in January, a note circulating within Bank of America stated that the company had the potential to become the "Visa of the digital asset ecosystem".

- The spread of crypto-currencies in the physical world is underway thanks to the initiatives of a number of alternative players, who have created payment methods that allow transactions in the physical world to be carried out with crypto-currencies. In addition to Solana, Mastercard and Ledger have demonstrated this through dedicated cards.

Source : [Blog](#)



Prime XBT launches its crypto courses

Crypto asset trading platform Prime XBT has announced the launch of its academy. The latter aims to train future investors in the crypto-currency market. The offer meets a real need, as the topic of crypto-assets is gaining momentum in society and young people seem particularly inclined to take an interest in the subject.

FACTS

- PrimeXBT published the first webinar of its "academy" in September 2021. The platform is now committed to releasing its content regularly. These videos are published on the YouTube platform.
- Accessible to all internet users for free, these 20-minute videos aim to answer the classic questions of (future) crypto-currency investors. Namely:
 - Why invest,
 - What investment strategy to adopt,
 - What is the outlook for the year 2022,
 - Is a crash expected?
 - ...
- An expert presenter, Dirk Hartig, hosts the videos and brings in other experts to enrich the discussion. He offers an in-depth analysis as well as keys to understanding the market. The videos are in English, with French subtitles.
- The target audience for these videos is wide: market experts, as well as new or even future investors.
- PrimeXBT's Trading Academy also broadcasts instructional videos on how to use the platform's services and discover its features and functions.

CHALLENGES

- **Training to attract:** As a trading platform, Prime XBT emphasises its educational ambitions, but its main interest is in training new investors and therefore its future clients.
- **Accompanying the rise of a market:** Prime XBT has launched a new offering that is particularly on trend as the democratisation and infusion of the subject of active cryptos into society continues.

MARKET PERSPECTIVE

- A recent Kantar/Ipsos survey published by Adan, the association representing digital asset and blockchain technology professionals in France, highlights the importance of the trend in France. Overall, 77% of French people have already heard of the subject of crypto-currencies or NFTs.
- In addition, 8% of adults in France own crypto-assets and a large proportion are future investors, with 30% planning to invest in this market (half of them by the end of 2022). A vast market therefore remains to be conquered by trading platforms.

Source : Site officiel

PRIME XBT
TRADING ACADEMY

WHY YOU NEED TO BECOME A TRADER!

79.83 72.42 76.30 79.63 218.53

HODL

Alpha Romeo presents a new vehicle, backed by an NFT

On the occasion of the presentation of its new vehicle, the Tonale SUV, Alpha Romeo caused a sensation by disclosing a major innovation in the automotive sector. It is a digital certificate that will accompany the vehicle throughout its life to improve traceability and centralize information related to the vehicle. Made possible by NFT technology, this innovation appears to be one of the first non-financial use cases of the use of blockchains in an industrial perspective.

FACTS

- The new Tonale electric vehicle is presented as an illustration of the revival of the carmaker brand. Alpha Romeo is moving towards greater connectivity, electrification and technology.
- The main illustration of this last point is the association of each Tonale vehicle with a unique non-fungible token. A Tonale vehicle will thus be delivered with an NFT digital certificate.
- Based on blockchain technology, the Tonale NFT will certify the car at the time of purchase, and then record major information throughout the vehicle's life cycle (repairs, maintenance, servicing, change of owner, etc.).
- The certificate can thus serve as proof of the proper maintenance of the vehicle during its life.
- The vehicle data will be stored on the blockchain, in a confidential and unalterable manner, with the consent of the vehicle owner.

CHALLENGES

- **Signing a world first:** Alpha Romeo will be able to boast of being the first car manufacturer to unveil a vehicle associated with its non-fungible token.
- **Enhance the value of the vehicle:** The NFT Tonale should serve as an identity card and a maintenance booklet for each vehicle. Alpha Romeo promotes it as a system of certification of maintenance, good condition, and thus improving the residual value of the vehicle on the second-hand market.

MARKET PERSPECTIVE

- In addition to Bitcoin and digital currencies, NFTs represent another example of the potential of the Blockchain.
- A network of unchangeable blocks, the Blockchain has been touted since its inception as an unparalleled system of computer certification. Societe Generale recently highlighted its interest in deploying vehicle passports, such as Stampyt. Initiatives similar to the one presented today by Alpha Romeo.
- But the applications are numerous, in terms of digital identity, traceability, pension monitoring or real estate.

Source : [Presse release](#)

