



Headlines

Account to account - **Institutions want to push instant transfer**

- **FRANCE** - When the Banque de France supports the instant transfer
- **FRANCE** - La Banque Postale makes instant transfers free
- **FRANCE** - Suravenir compensates policyholders via instant transfer

While the EPI project has been cut back by a large part of its initial scope, and Bizum continues to record exceptional growth in Spain (to the point of becoming the second preferred payment method in e-commerce), French financial institutions are launching a seduction operation to encourage the development of instant payment.

The Banque de France and the CNPS are reminding people of the advantages of instant payment and launching a communication campaign to make up for the lack of awareness of this payment method. They also encourage French banks to communicate more on the Paylib solution.

In the wake of these announcements, La Banque Postale has decided to offer instant payment free of charge, whereas most traditional banks continue to charge for its use. The bank is thus in line with the wishes of the ECB.

BNPL - **Fragmented payments now targeted at professionals**

- **SPAIN** – With "MyCard", CaixaBank offers a fragmented payment option to professionals
- **EUROPE** – Ritmo raises funds to conquer Europe and Latin America with its cash advances

Fragmented payments is a market that has grown very rapidly among individuals, but the needs of professionals have yet to be largely covered, for a market that is proving to be much more profitable. According to Alma, the French BtoB fragmented payment market is four times larger than the BtoC segment. Hence the renewed interest in BtoB financing needs, particularly among professionals and e-retailers. In view of the success of its debit card, which allows users to split or defer expenses (6 million cards issued in less than a year), CaixaBank is offering a version for professionals, with services specifically designed for this target.

Ritmo, for its part, has experienced very strong growth in France, Spain, the Netherlands and the United Kingdom by offering a cash advance solution for e-commerce players. This success has enabled it to close a €200 million fundraising round to finance its growth.

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A word on...

Blockchain & cryptos

- **LITHUANIA** – Mastercard has announced its partnership with **Nexo**, a leading crypto regulatory institution and DiPocket, a provider of integrated payment solutions for businesses. Their joint work focused on creating a new payment card backed by a crypto-currency credit line. Called Nexo Card, this joint solution is a Mastercard-stamped card that allows you to spend using your digital assets as collateral to obtain a zero-interest loan on more than 92 million merchant sites worldwide. DiPocket is the issuer of these cards in Europe. Mastercard manages the functionality of the Nexo Card, which is free of exchange fees for up to 20,000 euros of transactions per month. It is associated with a 2% cashback in crypto and is accessible in both physical and virtual formats (on Apple Pay and Google Pay). An offer in tune with the times. Mastercard is continuing to roll out solutions tailored to the crypto market. The payment giant positioned itself back in January, presenting a payment card that allows the purchase of NFTs in partnership with Coinbase. The American marketplace dedicated to NFTs, OpenSea, has also just announced that it will now accept more traditional means of payment to enable Internet users to buy crypto-assets.
- **BRAZIL** – Au Now it is the turn of the Brazilian Central Bank to confirm the arrival of its pilot on a local MNBC. Its launch is planned for the second half of 2022. This project, the result of collaborative work with 9 Brazilian banks, should enable the country to ensure the sovereignty of its currency in the digital world. Brazil's Central Bank has confirmed that the country's sovereign digital currency pilot project will go live this year, initially for selected testers. Its value will be indexed to the national payment system STR (Reserve Transfer System). The "Digital Real" will be issued in limited quantities, similar to the model applied to Bitcoin for example. Brazil is following suit, while the United States and China are working hard on their own MNBC project and Estonia and Nigeria are already ahead of the game.

Actor's Strategy

- **ITALY** – The Bank of Italy has just announced that it will apply a measure prohibiting the neo-bank **N26** to continue its commercial expansion in the country. A ban that comes at a bad time and should weaken a little more a group whose image is tarnished even in its own country. In Italy, N26 is now prohibited from: recruiting new customers, offering new products and services to its existing customers. The Bank of Italy says it has adopted this measure following an audit carried out between 25 October and 17 December 2021 at N26's premises which revealed significant deficiencies in anti-money laundering legislation. N26 has not contradicted these accusations and states that it will adopt various actions to remedy these deficiencies. The Bank of Italy will review the situation after the fact in order to lift its bans. A confirmation of shortcomings. This announcement resonates with the accusations of the German financial supervisory body BaFin on the weakness of the anti-money laundering controls carried out by N26 in September 2021. In France, the neo-bank is also accused of abusive account closure and theft by hundreds of customers
- **FRANCE** – The saga of **ING's** departure from France is coming to an end. Société Générale has just presented the lines of the agreement signed between its subsidiary, Boursorama, and ING on the takeover of its customers. The programme includes a simplified subscription process and exclusive offers on products and services subscribed to, representing up to 320 euros. ING will close its customers' accounts in France gradually throughout 2022. And thanks to its partnership with Boursorama, these customers will be able to transfer their assets to accounts managed by the Société Générale subsidiary. This transfer will be subject to the consent of ING customers and the completion of a Boursorama

account opening form. The procedure for transferring the balance of their accounts to their new Boursorama Banque accounts is presented as simple and fast, achievable in just a few clicks. A bank mobility service will also facilitate the transfer of their direct debits and standing orders, while Boursorama's "stock market mobility" service will allow them to transfer their securities. Life insurance policies will be automatically transferred in July 2022. Consumer and property loans are not affected by this agreement. In addition to the online procedures, a dedicated team, which can be contacted by telephone, will be able to assist customers with their procedures. More than 500,000 ING customers will be able to join Boursorama. With this agreement, Boursorama now plans to have over 4 million customers by the end of 2022.

Cartes

With "MyCard", CaixaBank offers a fragmented payment option to professionals

SPAIN

CaixaBank has announced the launch of a new version of its hybrid card "MyCard". First launched in the retail market, the "MyCard", which combines debit and credit card models with split and deferred payment features, now features options specifically designed to meet the needs of the self-employed.

FACTS

- The new "MyCard" Negocios is launched by CaixaBank in collaboration with its payment subsidiary Caixabank Payments & Consumer.
- The target group: Spanish self-employed workers and entrepreneurs.
- The "MyCard" Negocios combines the user experience of debit cards with fragmented payment and instalment financing services.
- While purchases made with the card are displayed in real time on the debit account (via the CaixaBankNow mobile application or the bank's website), the amounts involved can actually be debited the day, week or month after the purchase.
- MyCard Negocios also allows you to pay for your purchases in several instalments over a period of between 2 and 24 months.
- "MyCard Negocios also allows its professional cardholders to benefit from affinity advantages:
 - a discount on the Via-T electronic toll service,
 - 2% discount on fuel at service stations in Spain and Andorra (Repsol, Campsa and Petronor),
 - free accident insurance, covering up to 300,000 euros of damage in the event of an accident during a business trip.
- The card is exempt from fees if the cardholder makes more than 2,000 euros in purchases with it each year, or if he or she uses its fragmented payment feature. A fee of €33 per year applies otherwise.
- CaixaBank offers the possibility of subscribing to this offer in the branches of the CaixaBank network. An online subscription method will be available later. Customers can also store their card in digital format to pay with their mobile (via Apple Pay, Samsung Pay, FitBit Pay and Garmin Pay).

CHALLENGES

- **Opening up to a new market:** CaixaBank presented "MyCard" in May 2021. At the time of this first launch, the hybrid card was intended for the retail market. The Spanish bank is now extending its offer to the professional market to meet the specific needs of entrepreneurs.
- The version of "MyCard" for individuals has largely won over the Spanish bank's customers. CaixaBank claims to have issued some 6 million cards since the launch of this hybrid card.
- **Strengthening its leadership position:** CaixaBank also intends to consolidate its leadership position in the professional market. The bank has a 44.98% share of the professional market in Spain.

MARKET PERSPECTIVE

- The launch of this new card is part of a fundamental trend towards the democratisation of fragmented payment services in the professional market. If the alternative players had already started this battle, with CaixaBank's "MyCard", the traditional players are now taking their turn in this direction.
- CaixaBank was voted best bank in Spain and Western Europe 2022 by Global Finance for the eighth consecutive year just a few days ago. The deployment of a trendy offer, expected in the professional market, further justifies its status as an innovative player.

Source : [Presse release](#)



The city of Cannes adopts Open Payment

FRANCE

The public transport network of the city of Cannes, Palm Bus, has just signed a partnership with Littlepay, PSP at the origin of an infrastructure adapted to public transport, Kuba, a ticketing specialist and La Banque Postale. Their association will lead to the deployment of an Open Payment system throughout the city's bus network. Its "tap-to-pay" model renews an experiment that is currently being democratised.

FACTS

- Littlepay and Kuba provide a payment system using Littlepay's payment platform and Kuba's card readers. It is now integrated into the Palm Bus network in Cannes.
- Since April 11th, occasional passengers of the network can pay their "01 VOYAGE" ticket by simply presenting their bank card (or their smartphone) at the validator, on board more than 200 buses. Payment is contactless.
- An amount of €1.50 is immediately deducted each time a card or smartphone (with the Google, Samsung or Apple pay payment application activated) is passed through the machine. This allows the passenger to pay the fare for a single journey of less than 59 minutes.
- After 59 minutes (in the case of a connection or a long journey, for example), the passenger will have to pass his or her means of payment in front of the validator again. They will not be debited again but can extend the validity of their ticket.
- To pay for the tickets of several people, the holder of the accepted means of payment simply has to pass his ticket twice in front of the validator. A screen will then appear allowing the holder to enter the number of accompanying passengers and to pay the necessary amount.
- The means of payment serves as proof of the ticket and can thus be presented to the ticket inspector if necessary.

CHALLENGES

- **Modernising a ticketing system:** Cannes is relying on this multi-partnership to modernise its system. La Banque Postale has supported this project with the Cannes Pays de Lérins agglomeration. The Agglomération Cannes Lérins includes the municipalities of Cannes, Le Cannet, Mougins, Mandelieu-La Napoule and Théoule-sur-Mer.
- **Facilitating access to the network:** Open Payment is particularly relevant for occasional travellers as it makes the transport networks accessible without a subscription. This model for validating and paying for tickets is more practical, simple and fast. This is all the more appropriate for a tourist city, which is also the host of the Cannes Film Festival. On average, it has one million visitors per year, 200,000 of whom are attracted by the festival.

MARKET PERSPECTIVE

- The marketing formula used, "tap-to-pay", has nothing to do with the services recently presented by Apple or Google. It only aims to define the model of fast and convenient contactless payment enabled by Open Payment.
- Open Payment, which consists of paying directly for public transport with a bank card (or via a dematerialised card embedded in a smartphone), has developed in France, supported by the initiatives of several cities (Grenoble, Dijon, Nevers, Brest and Tarbes for example).

- Players such as Actoll have entered this market with innovative payment solutions. Actoll has just been acquired by Ubitransport, a French Tech company considered a pioneer in real-time connected ticketing.

Source : [Presse release](#)



B2B Payments

Adyen moves from payment to Banking As A Service

NETHERLANDS

The Dutch payment platform Adyen has established itself as an absolute reference in its market in Europe. It even recently decided to expand geographically, setting out to conquer the United States. But this international expansion has not satisfied Adyen's growing appetite, and it has also strengthened its diversification plan, moving beyond the payment sector to offer integrated financial products.

FACTS

- Adyen has just announced the expansion of its activities towards the Banking-as-a-Service market. The payment platform wishes to offer integrated financial services in addition to its historical product range.
- Adyen will support this new activity via its new "Adyen for Platforms" service and the "Adyen Issuing" solution for marketplaces and businesses (especially SMEs). The aim will be to help them create financial experiences tailored to their sector, in line with their users' needs.
- Among the products that will be created
 - multi-currency accounts that allow users to receive, initiate or store payments securely from a single location
 - financing solutions.

CHALLENGES

- **Combining expertise:** Adyen underlines its FinTech identity and highlights this nature to promote "Adyen for Platforms" as an intrinsically innovative solution offering disruptive financial and banking products. "Adyen for Platforms" emphasises its flexibility and reactivity, to differentiate itself from traditional players.
- **Supporting a fast-growing demand:** Beyond the players who specialised in BaaS, more and more players are converting to it, which is a way for them to add new revenues, but also to support a fast-growing offer from companies (small and medium-sized), who want to integrate payment paths and expand their payment and financing options.

MARKET PERSPECTIVE

- Adyen was born in 2006 and has established itself as a leading payment service provider (PSP) in Europe. It was even shaking up the stock market and banking industry in 2020, when BBVA and Société Générale banks were dropped from the Euro Stoxx 50 index of major European stock markets and replaced by Adyen.
- The FinTech is also not at the first stage of its diversification, as it started issuing cards in 2019, and offering a SoftPOS solution just recently.
- Source : [Presse release](#)

adyen

SlimPay and BNP Paribas join forces on Open Banking

FRANCE

Founded in 2009 to help companies migrate their domestic direct debits to the European SEPA standard, the payment service provider SlimPay, a specialist in recurring payments, has just announced its partnership with the traditional bank BNP Paribas. Their joint work will focus on the theme of Open Banking, reflecting SlimPay's efforts to expand its offering.

FACTS

- SlimPay has chosen BNP Paribas as its banking partner to manage its growing inter-bank flows in Europe.
- The FinTech believes that this association will allow it to :
- rely on Open Banking technologies to maintain or even accelerate its growth by opening new flows,
- develop and offer new services, including a European instant transfer service.
- This collaboration will be effective from 19 April and is planned for a period of 5 years.

CHALLENGES

- **Continuing to diversify:** Faced with GoCardless and the emergence of start-ups specialising in recurring payments by direct debit, SlimPay is seeking to extend its offerings. Today it will rely on its partnership signed with BNP Paribas to achieve its goal while in 2018 it chose to facilitate recurring card payments.
- **A significant boost in confidence:** For SlimPay, the signing of this partnership with BNP Paribas also represents a way to put its recent regulatory setbacks behind it. At the end of 2021, the French recurring payment specialist was fined 180,000 euros by the CNIL. The fine related to failures to protect the banking data of 12 million people over a four-year period.

MARKET PERSPECTIVE

- This is obviously not the first time that payment service provider SlimPay has approached traditional French banks. In 2015, SlimPay signed a deal with Crédit du Nord. At the time, SlimPay offered its solution for recurring payments (allowing transactions to be signed, mandates to be issued and outstanding payments to be managed) to Crédit du Nord's corporate customers.
- Today, on the other hand, SlimPay has chosen a bank as a partner to develop its offer and its model.
- SlimPay has also diversified its customer base over the years, and now includes large companies such as AXA, EDF, Deezer and Nespresso. It manages their subscriptions and recurring payments for their own customers.

Source : [Presse release](#)



BNP PARIBAS

Qred moves from credit to BtoB payments

SWEDEN

Swedish business credit platform Qred has announced the launch of a new simplified payment service that allows businesses to pay all their bills via their Qred card. The company is using its mobile application and the Swedish Bankgiro system.

FACTS

- The Bankgiro system is an open payment system where each bank account is assigned a Bankgiro number. It aims to simplify payments between accounts.
- Qred has therefore launched a new B2B payment platform that allows companies with a Qred card to pay any invoice via the Bankgiro system, even with beneficiaries who do not accept card payments.
- Customer journey:
 - connect to the Qred application linked to their card,
 - click on the "pay" button,
 - fill in the payment details: recipient, bankgiro number (the Swedish bank account identifier), amount and date,
 - sign the payment order via BankiID (Swedish electronic identification system).
- The service is completely free of charge and is accessible from the Qred application to Qred cardholders. In addition to payment, it allows its users to benefit from :
 - a cash advance to pay their bills without interest for up to 45 days,
 - a 1% cashback offer.
- All invoices are eligible: supplier invoices, stock invoices or energy invoices for example.
- While the service is free of charge at launch, a fee of 2.5% per transaction will be charged from August 2022 onwards.

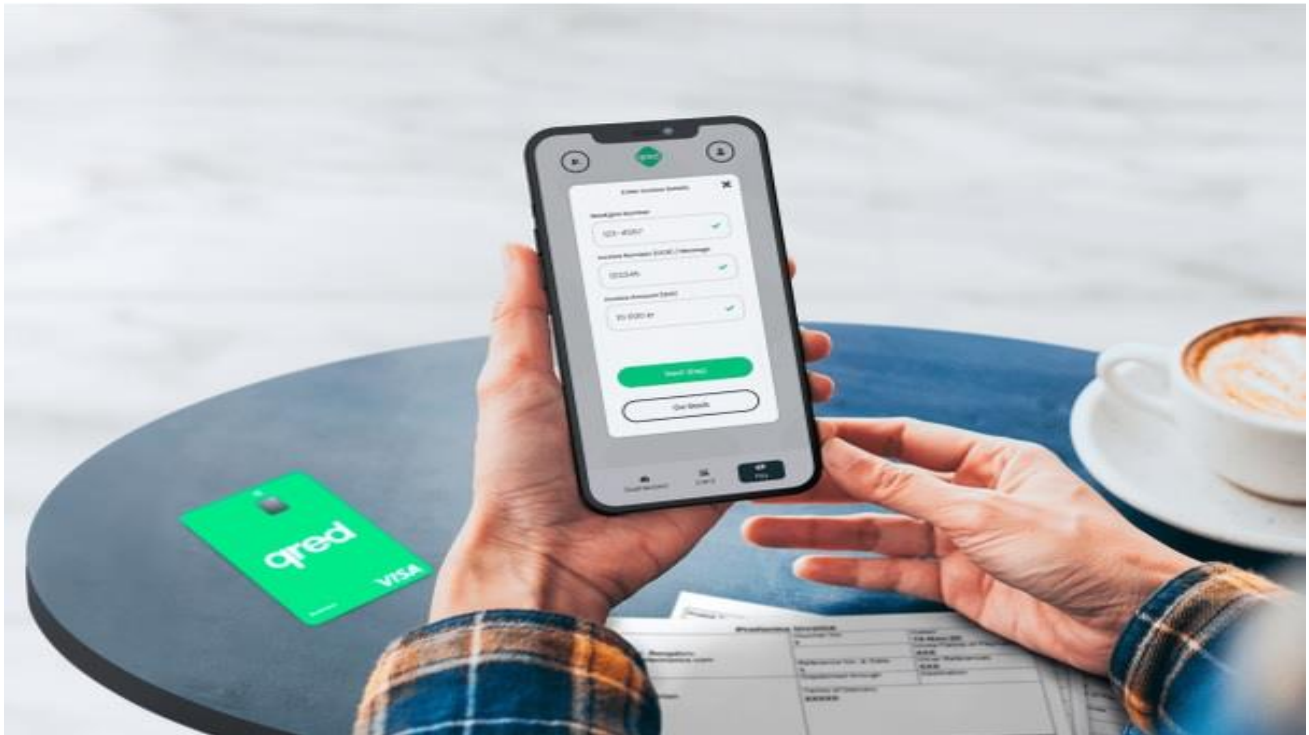
CHALLENGES

- **Diversification in stages:** Qred obtained a licence to offer payment services in November 2020. Since then (in August 2021), the Nordic region's leading SME financing company has become a member of the Visa Principal programme and thus able to issue Visa card products and programmes. It launched its first Qred card last September and is now realising its ambitions by launching its new payment platform.
- **Continuing to roll out:** Since the launch of Qred in 2015, the company estimates that it has financed nearly 25,000 SMEs. Qred offers its loans in Sweden, Finland, Denmark, the Netherlands, Norway, Brazil and Belgium.

MARKET PERSPECTIVE

- Qred will finance the launch of its new service by raising almost €10 million from a long-standing investor, Nordic Capital.
- This new round of financing brings the total investment received by Qred to €70.7 million.

Source : [Presse release](#)



Libéo accelerates its development, including internationally

FRANCE

Libeo, the Paris-based FinTech payment platform specialising in business-to-business payment and management, has just presented its ambitions for the future. In addition to France, Libeo is now planning to position itself across the Channel by setting up in London. This is a first step towards a wider internationalisation, motivated by the importance of European companies' needs in terms of dematerialisation and invoice payment.

FACTS

- Libeo launched its BtoB solution in France three years ago. It is now expanding geographically, by opening its first office outside France. Libeo has chosen the United Kingdom, with London, to begin its internationalisation.
- The FinTech plans to offer :
 - a one-click payment service with no limit on the amount,
 - an all-in-one automated tool to link customers and suppliers (allowing companies to pay and get paid on the same interface),
 - its existing accounting tools.
- Libeo will set up in London in mid-May.

CHALLENGES

- **Continue accelerated growth:** Libeo claims a 70% growth in the first quarter. The FinTech's teams have grown from 30 to 150 employees in one year. They now serve nearly 150,000 companies. To maintain this growth, the FinTech plans to recruit 100 new employees in the coming months.
- **The beginning of a larger project:** Libeo says it has recruited Glen Foster, a former employee of Xero, an accounting management specialist open to Open Banking. His position is defined as Manager Director UK & North Europe. He thus clearly states the intentions of the start-up, which therefore go beyond the sole British borders. However, the FinTech did not specify its ambitions in terms of internationalisation, preferring to emphasise that it planned to become the European leader in business-to-business payments.

MARKET PERSPECTIVE

- Launched in 2019, Libeo has developed a SaaS platform combining dematerialisation and centralisation of invoices with a direct payment solution. It meets the needs of many French VSEs and SMEs. Since then, Libeo has been able to develop, with a lot of fund raising and partnerships, such as with the QuickBooks accounting solution for example.
- Its dynamism has enabled it to compete with other equally promising start-ups. The FinTech has, for example, acquired the invoicing software TrackPay and, more recently, acquired a stake in the French collection solution Rubypayeur.

Source : [Presse release](#)



Ritmo raises funds to conquer Europe and Latin America with its cash advances

SPAIN

Ritmo is a Spanish FinTech, based in the city of Madrid, which is behind a Buy Now Pay Later platform for e-retailers. Founded in 2021, it has just completed a particularly significant fundraising of €200 million to support its development. It has established itself as a hyper-dynamic player in a high-potential market, which should be followed in the coming months.

FACTS

- Ritmo provides a cash advance and Buy Now, Pay Later (BNPL) solution to e-commerce companies in Europe and Latin America.
- It has just raised \$200 million in debt from i80 Group and Avellinia Capital, making it one of the largest European rounds of financing for a company dedicated to providing credit for e-commerce.
- Ritmo has been able to attract investment thanks to its strong momentum. The FinTech reports a 12-fold growth rate in the last seven months, with over 600 loans granted in Mexico, Spain, France, the Netherlands and the UK.
- More than 2,000 customers are expected to be served by Ritmo in the next 18 months. Through targeted partnerships with large platforms (such as WorldFirst), Ritmo is able to reach 150,000 merchants.
- In just over a year since it began operations, Ritmo has raised a total of \$225 million in debt and equity investment.

CHALLENGES

- **Supporting the growth of e-commerce:** Fragmented payments are a market that has developed very quickly for consumers, but the needs of professionals have yet to be met, for a market that is proving to be much more profitable. According to Alma, the French BtoB fragmented payment market is four times larger than the BtoC segment.
- **Boosting its international activity:** Ritmo is already planning to expand its activities. The company plans to facilitate financing for Mexican e-tailers to the tune of 2,000 million pesos via loans of up to 60 million pesos per company.
- **Standing up to the competition:** FinTech has been quietly rolling out in Europe, including France, where other players such as Silvr and Karmen have similar offerings.

MARKET PERSPECTIVE

- According to a study by the Mexican Association of Online Sales (AMVO), the Mexican e-commerce market grew by 27% last year, making Mexico one of the fastest growing markets in the world.
- On a global level, the dynamism of another company with strong ties to e-retailers, Klarna, already illustrates the interest of FinTechs in offering solutions adapted to this type of ultra-dynamic market.

Source : [Linkedin](#)



Fragmented Payment (BNPL)

Study: Younited points out the evolution of fragmented payments in Europe

EUROPE

The European instant credit specialist, Younited, has just published the results of a study on fragmented payments in Europe. The study highlights the expectations of European consumers, both in terms of instantaneousness and longer repayment periods. In this respect, however, France is a special case in this market.

FACTS

- Younited conducted a pan-European survey across 5 countries: France, Germany, Spain, Portugal and Italy. 2,500 people evenly spread across the 5 countries were asked about fragmented payments.
- The study shows that consumer interest is growing, particularly in staggered payments and instantaneous services, provided that protection rules are strengthened.
- Overall, more than 70% of Europeans are aware of split payments and 1 in 3 consumers use them. In detail, the rates vary from one country to another:
 - 26% in Italy,
 - 34% in France and Germany,
 - 41% in Spain,
 - 48% in Portugal.
- Users mention three factors of interest for this method of payment:
 - the spread over time,
 - the possibility of balancing their budget
 - and the possibility of making ends meet.
- As far as the destination of the split payment is concerned, it is mainly used for the purchase of household appliances, high-tech devices and smartphones, furniture or travel.
- In France, 61% of users use it to make online purchases for small amounts and short repayment periods. 35% use it for purchases over 800 euros; and 63% opt for repayment over 2 to 4 monthly instalments.
- Another particularity of the French market is the level of trust: 53% of users have adopted it from a brand or site they already knew and which provided them with a reputational guarantee, evoking a well-known need for reassurance in the French market.

CHALLENGES

- **Long-term growth:** According to the Xerfi research institute, the fragmented payment market should represent 25 billion euros in France and 250 billion dollars worldwide by 2025.

- **The challenge of extending repayment periods:** depending on the legislation in force in each country (in France, fragmented payments without fees, which are not considered as credit, are limited to a period of 3 months), usage varies. Thus, only 22% of French users of split payments spread their repayments over more than 7 monthly instalments; this proportion rises to 54% in Germany and Italy, 49% in Spain and 40% in Portugal, where offers with longer repayments are available. The fact remains that the extension of repayment periods is a strong expectation, particularly in France where the average amount of purchases concerned is also expected to increase in the coming months.

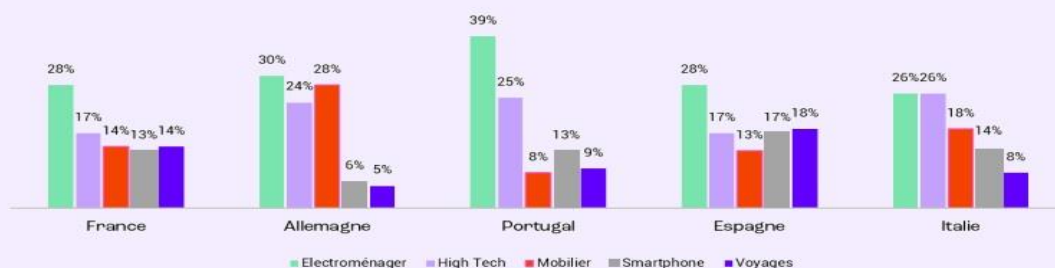
MARKET PERSPECTIVE

- The democratisation of fragmented payments is continuing at a rapid pace, despite the risks and a regulatory context that is still unclear. The revision of the EU directive is expected in September 2022. It should address the following key points: the obligation to display a clear schedule before taking out a loan, prior checking of customer accounts, credit checks and limits on real interest rates.
- In the meantime, offers such as that of La Banque Postale with Django present themselves as trusted solutions to meet growing needs.

Source : [Presse release](#)

Chiffres clés en Europe

- Plus de 70% des Européens connaissent le paiement fractionné.
- 1 consommateur sur 3 l'utilise (34% en France et en Allemagne, 26% en Italie, 41% en Espagne, 48% au Portugal).
- Les 3 raisons du choix d'une solution de paiement fractionné : échelonner ses dépenses dans le temps, équilibrer son budget, boucler des fins de mois difficiles.
- Les 5 catégories de produits ou services achetés grâce au paiement fractionné sont ^[6] :



Oney and PayPlug launch a split payment solution for PrestaShop

FRANCE

Natixis' payment subsidiary, PayPlug, has strengthened its partnership with Oney, which is also part of the BPCE group. The two partners have developed a new fragmented payment offer with the PrestaShop platform for creating and managing online shops. Called PrestaShop PayLater, the new module integrates Oney's Buy Now Pay Later solution. It aims to establish itself among European players in a fast-growing market.

FACTS

- PrestaShop Paylater is a solution for all small and medium-sized businesses and merchants managing their sales in PrestaShop. It is aimed at merchants who wish to accept split payments to facilitate payments from their end customers.
- It will initially be offered to the 15,000 European merchants who are already PayPlug customers in France and Italy, as well as to the 136,000 PrestaShop merchants in the two countries.
- PrestaShop Paylater allows to pay online purchases in 3 or 4 times over 60 or 90 days.

CHALLENGES

- **Conquering the European BNPL market to compete with giants such as Klarna:** PrestaShop PayLater will first be available in France and Italy, but is due to be extended to the whole of Europe in the coming months (in Spain, then Poland). This is also the ambition of the BPCE group with its subsidiary Oney. This European presence will not only enable it to benefit more widely from the growth of the market, but also to face up to players that are already very well established, such as Klarna, which recently arrived in France.
- **Targeting small and medium-sized retailers.** This is the positioning of PrestaShop, but also that of PayPlug; this common knowledge of this target will enable them to address a fast-growing segment, as it is traditionally less equipped with BNPL solutions than the largest merchants.
- **A strategy of bringing together the payment and credit activities.** Last September, the BPCE group announced the creation of its BPCE Digital & Payments division, which includes Oney and PayPlug. This is an approach that is still not very common and which makes fragmented payments a full-fledged part of the payment activities. It should also be remembered that since its acquisition, BPCE has said that it wanted to make Oney its European digital bank, which is now confirmed by this new launch.

MARKET PERSPECTIVE

- A fast-growing market: according to a study by Kaleido Intelligence, cited by the three partners, the global fragmented payment market quadrupled between 2018 and 2020 to reach 80 billion dollars. By 2025, it could triple to \$250 billion worldwide. In Europe, usage is already high: 60% of Europeans have already used this payment method and one in four prefers to make purchases on a site that offers it.
- In France, the 3x 4x Oney solution has seen an increase in average shopping baskets of 20 to 70%.

- Oney has 7.6 million customers in 11 countries. The association it is promoting today with PayPlug and PrestaShop represents an alliance to give the three entities a chance to assert themselves on an ultra-competitive market, dominated in particular by giants such as Klarna.

Source : [Blog](#)



FCA Bank extends BNPL to the automotive aftermarket

ITALY

FCA Bank has just introduced its new platform called FCA Bank Pay. This solution aims to establish FCA Bank on the Buy Now Pay Later market and to open up this financing model to the automotive market. To do this, the manufacturer's captive is banking on a solution that can be used both at the point of sale and online.

FACTS

- FCA Bank Pay is a flexible payment solution for online and point-of-sale purchases. It is aimed initially at the Mopar service centres of Stellantis Group dealerships. Later this year, it will be extended to the service network's workshops.
- The platform will enable authorised dealers to offer their customers new payment methods, with or without credit:
- Split Payment: payment in several instalments over a short period of time and without interest,
- Instant Credit: for larger amounts, over longer periods and therefore with interest.
- Both offers are based on two instant acceptance solutions at the point of sale: Natixis' SmartPOS payment solution associated with a Pax terminal and a Paybylink solution. They will make it easier for FCA Bank's customers to pay for, and even finance, their repairs, spare parts, accessories and other after-sales services related to their vehicle.

CHALLENGES

- **Boosting sales for FCA and its partners:** FCA Bank has turned to fragmented payments, which promise additional economic benefits for the merchants who implement them and a source of new business for the bank.
- **A step into the new era for the automotive sector:** The rise of Buy Now Pay Later has not escaped FCA Bank's attention and it now wishes to deploy its new BNPL arm within the group and offer this flexibility to its after-sales solutions customers.

MARKET PERSPECTIVE

- The automotive financing market has undergone a profound transformation in recent years, driven by the innovative initiatives of all the players in the sector, in particular via subscription.
- For its part, FCA Bank has been working for several years to digitalise its offerings. In particular, it has developed a pre-scoring platform enabling its customers to visualise their borrowing capacity before simulating the purchase and configuration of a vehicle online. This platform makes it possible to simplify, shorten and digitise the loan signature process.

Source : [Presse release](#)



E-commerce / E-Payment

Feedback: Stripe's business soars in the wake of the pandemic

INTERNATIONAL

The American payment specialist Stripe has published an open letter to its customers and investors. In it, it presents its very good results and its latest achievements, underlining new ambitions that are increasingly international and diversified. Like many payment players, Stripe experienced exceptional growth during the pandemic, but is now looking forward to a more tempered 2022 in terms of results.

FACTS

- Collectively, Stripe companies processed more than \$640 billion in payments in 2021, up 60 percent from the previous year.
- Stripe now estimates that millions of businesses use its services for their online payment transactions worldwide. More than 100 of these companies even pass the \$1 million mark in sales with Stripe every day.
- However, Stripe continues to expand its business development efforts and is reportedly still attracting some 1,400 new business customers every day (and 100 non-profit organisations). For example, 60% of the technology companies that went public in 2021 were Stripe customers.
- Stripe now has over 7,000 employees across 23 countries.

CHALLENGES

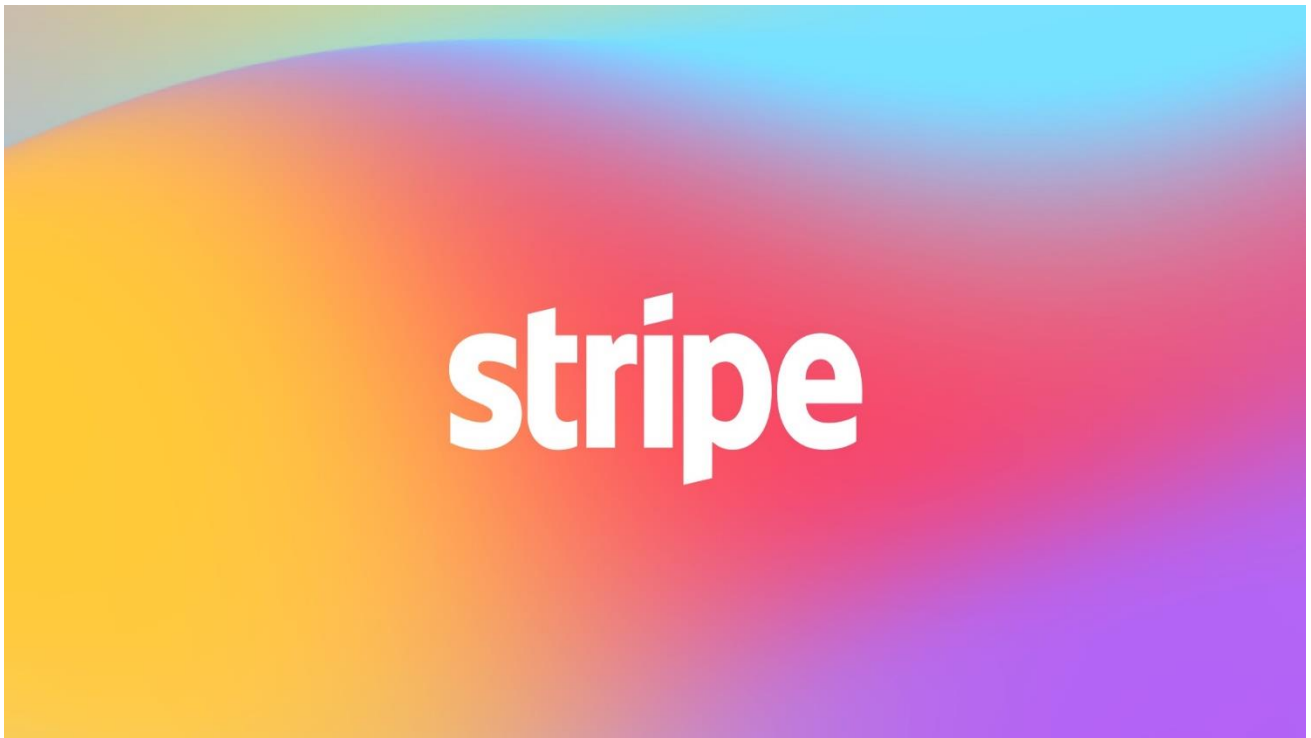
- **Taking advantage of the pandemic with lucidity:** Stripe tempers some of its results by stressing that the particularly marked growth in its uses is linked in particular to the pandemic, the increase in online payments and e-commerce in general. This clarification also allows the group to explain the definite drop in its treatments over 2022. It is also with this in mind that the company wishes to invest heavily in alternative offerings, such as Stripe Treasury and Stripe Issuing.
- **Participating in the growth of e-commerce:** Stripe is taking advantage of the rise of e-commerce but also intends to participate in its long-term development. To this end, the payment giant has a 4-step plan:
 - Increase the number of start-ups by helping them get started in payments,
 - help established companies adapt their business model to digital markets,
 - increase cross-border trade by simplifying and standardising international payments,
 - provide simple, reliable, secure and developer-friendly solutions (e.g. via APIs).

MARKET PERSPECTIVE

- In March 2021, online payment processing giant Stripe announced that it had raised over \$600 million in funding, giving it a record valuation of \$95 billion.
- Since then, Stripe has stepped up its efforts to consolidate its positions in Europe but also in emerging markets such as crypto-assets. Since the beginning of the year, the company has also won two major

clients on the international scene, Ford and Spotify, and at the same time announced its deployment in Japan.

Source : [Presse release](#)



Check out, mPOS, Soft POS

Adyen adopts Apple's Tap to Pay

UNITED STATES

The Dutch payment platform Adyen announced its deployment in the United States last June. To support its ambitions, it can rely on a new partner, Apple, whose Soft POS solution, Tap to Pay, it now distributes. This offer will sit alongside its Android terminals and further demonstrates Apple's commercial surface and negotiating power.

FACTS

- The partnership allows Adyen's US customers to use their iPhone to accept contactless payments without the need for additional hardware or a payment terminal.
- Adyen's business customers include major local retailers such as NewStore (a platform that provides retail stores with a cloud-based order management system and mobile point of sale) and LightSpeed Commerce (point of sale management software).
- NewStore will be the first tester and will pilot the implementation of the service with its end customer, the ready-to-wear brand Vince.
- The commercial deployment of Tap to Pay by Adyen is planned for the end of the year.

CHALLENGES

- **Strong support for an alternative offer that will further shake up the payment market:** Stripe was the first American acquirer to launch Tap to Pay for its customers, notably with Shopify. With Adyen, a new major player has joined the fray to enable the emergence of Apple's solution as an alternative to traditional payment solutions.
- **Stimulating SoftPOS acquisition:** Adyen and Stripe also offer mobile payment solutions, this time dedicated to Android. A more comprehensive offering of mobile terminals will allow this market to take off. Apple, for its part, is once again showing its ability to carefully open up its ecosystem to make its terminal indispensable.
- **An extension to alternative offers:** Apple seems to be succeeding in its bid to accompany alternative financial players to enable them to include an easily democratisable payment solution in their offer. Tap to Pay is gradually becoming a fully-fledged solution in the range of players offering payment services at points of sale.

MARKET PERSPECTIVE

- While in June 2017, Apple's OS held almost 70% of the market share in the United States, a survey by CIRP (Consumer Intelligence Research Partners) revealed that 50% of Americans would be using an iPhone every day in 2021. These market shares are still significant and make the iPhone an essential medium for delivering financial services.
- Relying on the iPhone to widely distribute an alternative payment service remains a lucid strategy for democratising an alternative service.

Source : [Presse release](#)



Google adopts Tap to Pay to facilitate payment in India

INDIA

Google has just developed a new Google Pay feature, in partnership with Indian terminal operator Pine Labs in India. The latter will allow users to pay directly with their Android mobile, via the Tap to Pay system powered by the Unified Payment Interface (UPI). A simplified alternative to consolidate the web giant's dominant position in local payment systems.

FACTS

- UPI is India's payment system for making instant transfers between bank accounts. It allows its users to pay for purchases at the point of sale and transfer money to their contacts (account-to-account transfers).
- Well, the new Google Pay service will now build on this system to make in-store transactions even faster and more convenient.
- For this, the web giant has signed a partnership with local payment terminal specialist Pine Labs. The latter allows Google Pay users to pay by simply approaching their Android smartphone to a Pine Labs compatible terminal.
- There is no need to scan a QR code, only to enter the UPI PIN code.
- The feature will only work on NFC-enabled Android smartphones, and only on Pine Labs terminals installed at pilot merchants (including Starbucks) before a planned rollout later.

CHALLENGES

- **Strengthening its dominant position:** Google announced the launch of its payment service in India in 2017. Even then, the service was presented as UPI compliant.
- **Continuing to diversify:** Google Pay has allowed its users to personalise their experience since last year by accepting that their transaction history be analysed. Google Pay also allows users to open a deposit account since September 2021. We remember that last October, Google announced the abandonment of its Google Plex current account project. Today, the service is returning to its foundations, those of payment, but is still optimising its functionalities in order to establish itself even more as an indispensable and practical everyday financial tool.
- **Responding to Apple:** Apple, Google's main international competitor, made its Tap to Pay service official last February. But rather than instant payment, this eponymous service allows iPhones to be transformed into payment terminals. Google is ignoring this American announcement to impose its vision of a Tap to Pay service in India.

MARKET PERSPECTIVE

- Google is now headed by Indo-American engineer Sundar Pichai. The company has been investing heavily in India for several years, and still considers the Indian market as a future market.
- Since then, Google has established itself as a truly dominant company in India, even prompting the Indian competition authority to publish a report highlighting its abuses of competition. An investigation unit of the Indian Competition Commission (CCI) stated last year that the subsidiary of the web giant Alphabet was preventing mobile phone manufacturers from using alternatives to the Android operating system.

- These accusations do not prevent Google from expanding its ambitions in India today. The web giant signed a billion-dollar investment agreement in India's second largest mobile phone operator Airtel last February.

Source : [Business Insider](#)



Paynt presents its vision of Acquiring-as-a-Service

INTERNATIONAL

FinTech Paynt has announced the launch of its Acquiring-As-A-Servive (AAAS) platform. It supports an omnichannel payment acceptance model and an automation solution allowing merchants to simplify the operational process of accepting payments. A solution that is particularly relevant in today's crowded marketplace.

FACTS

- Paynt presents itself as a global payment service provider. Its AaaS service is an acquiring platform that automates payment services via an API and integrates them with merchants.
- Merchants can thus benefit from a combined solution combining payments, sales performance monitoring and loyalty services offered by various providers (PSP). For merchants, this translates into the provision of :
 - Comprehensive real-time reports to track sales and revenue trends,
 - a tool for viewing detailed chargeback data,
 - transaction and billing details,
 - an anti-fraud and risk analysis module.
- Paynt is specifically targeted at :
 - Resellers,
 - Independent Sales Organisations (merchant service providers that allow merchants to accept card payments on behalf of one or more acquiring banks)
 - Payment Service Providers (PSPs),
 - Independent Software Vendors (ISVs, but also SaaS).
- Paynt offers its services in Europe, the UK and the US.

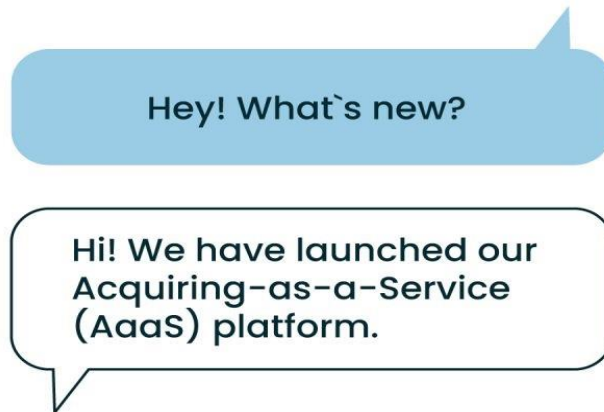
CHALLENGES

- **Full visibility:** Paynt's main promise is to give merchants more visibility and clarity on the payment process and related services (loyalty and performance management). Paynt positions itself as a partner for the optimisation of the merchants' business.
- **Optimising its approach:** Paynt evolved from Paydoo, a more traditional payment acquirer and service provider. The FinTech says it has retained its functions as a payment acquirer, while having developed a modular platform capable of streamlining key back-office functions. This design allows it to offer end-to-end acquiring and management support to merchants.
- **Enhancing its positioning:** Paynt is trying to position itself above the fray with a comprehensive service. The FinTech is also trying to capitalise on the introduction of its flagship AaaS product to promote its status as a global provider of integrated payment infrastructure.

MARKET PERSPECTIVE

- In the context of the current proliferation of innovation around payment, the question of the widespread adoption of certain solutions and the difficulty of harmonising the market remains central.
- With its solution, Paynt therefore takes the problem from another angle by proposing a palliative model, a means of connecting to a centralised ecosystem. Paynt remains original on the market but is nevertheless close to the very similar concept of another European FinTech, Norbr.

Source : [Linkedin](#)



paynt

Transfer / Payment initiation

La Banque Postale makes instant transfers free

FRANCE

La Banque Postale has just announced that it is taking a new initiative to democratise instant transfers in France. To do this, it is counting on making this service widespread and free of charge. This pricing and marketing approach will enable it to underline its responsible commitments and participate in the development of new payment practices.

FACTS

- La Banque Postale has abolished charges for instant online transfers since 1 January for retail customers and since 1 April for business customers. Previously, the service was charged at 70 euro cents for retail customers and 80 cents for business customers.
- The group is now communicating on this initiative by announcing its intention to generalise the use of this method of payment.
- 20 million customers (individuals and businesses) are concerned; they will be able to access the service from next May. Instant Payment will gradually replace the standard transfers issued by La Banque Postale.

CHALLENGES

- **La Banque Postale hopes to create a "new market standard":** Rather than offering this payment method as a simple option, LBP wants to make Instant Payment a standard by offering it by default for any type of transfer of less than €1,000 for individuals and €7,700 for businesses.
- **Asserting a committed position:** The European Central Bank (ECB) initiated this movement by making the service available in France in 2018 and called to order the European banks which, according to the ECB, were slowing down its adoption because of the cost, which was considered too high. However, as the ECB pointed out at the time, this is a strategic issue of sovereignty to which the democratisation of instant payment would contribute.
- **Boosting usage:** In 2021, Instant Payment represented less than 6% of transfers made by individuals at La Banque Postale. Apart from La Banque Postale, in the first half of 2021, 62 million transfers were instant, out of a total of 2.34 billion, according to the Banque de France. The fact that the service is free should obviously motivate usage.

MARKET PERSPECTIVE

- BPCE was the first bank in France to position itself as a traditional bank in favour of the democratisation of Instant Payment. But the service is still subject to a charge.
- However, La Banque Postale is not the first to offer Instant Payment free of charge in France. For the pioneers in this area, it is mainly an online bank (Boursorama, Hello Bank via its Prime offer, Fortunéo), although some regional banks of Crédit Agricole also offer it.

Source : [Presse release](#)



Suravenir compensates policyholders via instant transfer

FRANCE

Crédit Mutuel Arkéa's subsidiary, Suravenir Assurances, has announced the introduction of a new system for accelerated claims settlement using instant transfers. The group illustrates another application of this payment method, an expected revolution in the payment ecosystem.

FACTS

- Suravenir Assurances is now communicating on an initiative taken last December. On that date, the Crédit Mutuel Arkéa subsidiary introduced instantaneous transfers as a means of payment for its claims settlements.
- The only condition applied: compliance with a ceiling defined at 15,000 euros by European regulations.
- All Suravenir Assurances policyholders are now concerned by this deployment, regardless of their bank. The validation of their reimbursement therefore automatically and immediately triggers the payment of their compensation into their account.
- 50,000 claims settlements should be concluded by an instant payment each year.

CHALLENGES

- **Improving the quality of service for all customers:** The deployment of this new service represents a way for the group to treat all its policyholders equally, including those who are not customers of the group's banking offer. The integration of the instant transfer makes it possible to avoid the processing time for interbank payments, which is estimated at 3 to 4 days on average.
- **Optimising customer relations:** The settlement of a claim represents a major key stage in the management of the relationship between policyholders and their insurer. The implementation of instant transfer is precisely a lever for improving satisfaction.
- **Leveraging synergies within the group:** the deployment of instant transfer as a means of paying claims is based on the API developed by Crédit Mutuel Arkéa.

MARKET PERSPECTIVE

- BNP Paribas recently began deploying instant payment with SlimPay. BPCE invested in Bridge to take this step last March. However, it was La Banque Postale that made the headlines recently by announcing the free and widespread use of instant transfers.
- Suravenir Assurances is racing to deploy this service at a time when its group is being reorganised.
- In France, another insurance company had already launched into this battle. It was Generali, which offered its customers the possibility of initiating payment of their insurance contributions by bank transfer. Today, Suravenir is tackling the payment of claims, covering another part of the payment value chain in insurance.

Source : [Presse release](#)



When the Banque de France supports the instant transfer

FRANCE

At the beginning of the week, the Banque de France committed itself to the democratisation of a payment service of the future: the instantaneous transfer. To this end, it has joined forces with the National Committee for Scriptural Payments (CNPS) to support its democratisation at a time when the issue of European sovereignty over the payment market is more topical than ever.

FACTS

- The Banque de France highlights the advantages of the instant transfer: a payment method capable of transferring money to another bank account in less than 10 seconds, securely thanks to a real-time banking control system.
- This payment method is still presented as the optimised service for individuals and small businesses. And it is in this sense that the CNPS wishes to motivate the use of individuals and professionals.
- To this end, the deployment of the instant transfer in France has been identified as one of the main objectives of the national cashless payment strategy for 2019-2024. A communication campaign should help to raise awareness of this service.
- The Banque de France and CNPS are counting in particular on the adoption of Paylib to boost the use of instant transfers (the service currently has over 25 million users in France).

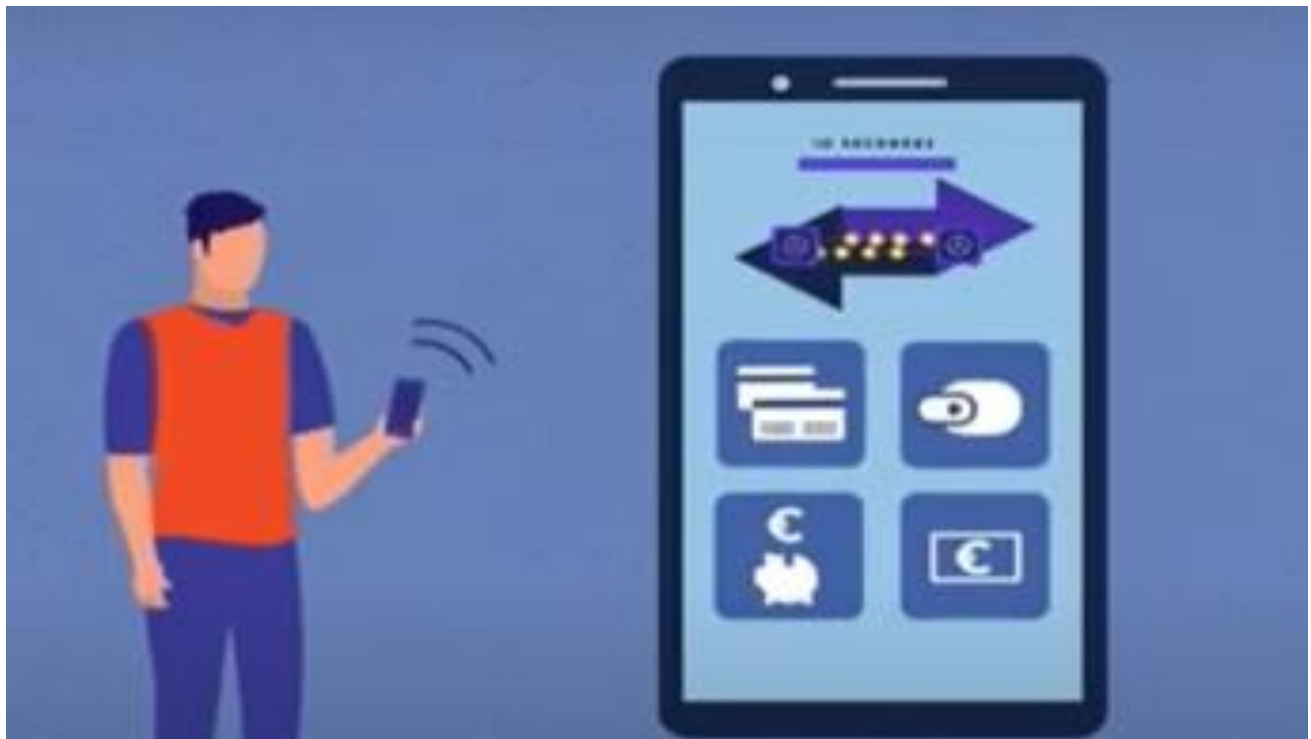
CHALLENGES

- **Catching up:** To date, almost 50% of banks in France allow instant transfers. However, only 3% of all transfers in France are made using Instant Payment, compared to 10% in the rest of Europe.
- **A palliative solution:** Following the backtracking on EPI, the instant transfer appears to be an alternative solution capable of ensuring the harmonisation of the payment market at European level.
- **Ensuring European sovereignty:** The CNPS and the Banque de France also emphasise the ability of the instant transfer to speed up exchanges on the European market. The payment method would thus be able to support the digitalisation of the economy and its dynamism, while freeing Europe from its dependence on American schemes.

MARKET PERSPECTIVE

- A positive trend has been observed, driven by the increasing adoption by leading banking players. BPCE was the first bank in France to position itself as a traditional bank favourable to the democratisation of Instant Payment. Boursorama, Hello Bank (via its Prime offer), Fortunéo and very recently, La Banque Postale, have since committed themselves to the democratisation of instant transfers by offering the service free of charge to their customers.
- Suravenir Assurances has also just offered a new use for it, to speed up compensation payments to victims.

Source : [Presse release](#)



Actor's strategy

EPI refocuses its ambitions

EUROPE

The European Payment Initiative (EPI) project was originally presented as a new European payment scheme and a lever for the harmonisation and digitalisation of payments in Europe. After several defections, the quorum was no longer sufficient, and the decision was taken to resize the project and withdraw the card component. A definite setback in the eyes of the world.

FACTS

- EPI is therefore giving up on its plans to develop a European card payment system capable of competing with Visa or Mastercard.
- However, the project has not been abandoned as it must now focus on the second part of its ambitions concerning :
 - the launch of a European Wallet, aiming eventually to integrate the digital Euro,
 - the creation of a common instant payment solution.
- This decision is the result of the withdrawal of some participants (German and Spanish); with some thirty members initially planned, EPI now has 13 participants, all of whom are shareholders in the project:
 - the major French banks (Crédit Mutuel, BNP Paribas, BPCE, Société Générale, La Banque Postale and Crédit Agricole)
 - a German bank (Deutsche Bank),
 - the central body of the German savings banks,
 - a Belgian bank (KBC),
 - a Dutch bank (ING),
 - a Spanish bank (Santander),
 - the two major European acquiring services: Worldline and Nexi/Nets.
- The first operational use cases for EPI are planned for 2023.

CHALLENGES

- **Reducing costs:** The card component and the European scheme project was the most expensive part of the EPI project, but also the most problematic. Disputes over the distribution of the financial commitment had led to a postponement of the project which was finally to be presented at the beginning of the year. This postponement has now turned into a cancellation of an entire EPI component.
- **Making up for the defections:** Already involved in Bizum, which does not hide pan-European ambitions, the Spanish banks have left the project. The departure of the German DZ Bank did not help to maintain the unity that is essential to the promise of interoperability that is the essence of the EPI project.

PUTTING IT INTO PERSPECTIVE

- Martina Weimert, Managing Director of the European Payment Initiative (EPI), underlined her disappointment at the announcement that the card component of the project would be scrapped. Especially as Europe is working hard to retain its sovereignty in payments, in the face of the threat of crypto-assets, geopolitical tensions and the domination of American schemes.
- This abandonment of part of EPI is proof that lessons have still not been learned, while a previous EPI project, Monnet, was abandoned in 2012 for reasons that were more technical than political this time.

Source : [Site officiel](#)



Orange Bank reorganises to better deploy internationally

FRANCE

Now the sole shareholder of Orange Bank, the Orange group is currently seeking to rapidly transform its banking subsidiary. With the "One Bank" project, the group is reportedly modernising its IT platform, but also setting up an organisation designed to arm its banking subsidiary to make it a European and... profitable player.

FACTS

- According to internal sources, Orange has launched a vast project to reorganise its banking activities. The main objective? To create economies of scale to improve its economic profile. Indeed, since its launch in 2017 in France, the mobile bank has accumulated nearly €800 million in net losses.
- With this savings plan, Orange hopes that its mobile bank will reach financial balance by the end of 2024. To achieve this, the operator is now counting on a strategic shift. Firstly, by buying out Groupama's minority share (21.7% of Orange Bank) last October. But also and above all, by preparing a profound reorganisation of the mobile banking activities.
- Orange is thus planning a two-stage action plan:
 - modernisation and simplification of its IT platform
 - acceleration of the international deployment
 - In concrete terms, several cost-saving measures are envisaged:
 - merging Orange Bank France with its Spanish branch, in order to pool their back-office, IT and risk management activities
 - grafting the mobile banking activities onto the telecom activities in Poland, Belgium and Romania, for example.
- The code name of the project, still unofficial, is "One Bank". It has already been submitted to the mobile bank's staff representatives, as it will lead to a reduction in the workforce (by 30 people out of the 820 currently employed by Orange Bank). This will result in savings of around thirty million euros.

CHALLENGES

- **Accentuating synergies between the telecoms business and the bank.** The simplification of the shareholding of its banking subsidiary allows Orange to accelerate this major project. The operator will first be able to develop a new IT platform for its bank; the old platform, inherited from Groupama Banque, was often blamed for the difficulties Orange Bank experienced at its launch and Groupama did not want to invest more in modernising it. From now on, Orange will also be able to accentuate the synergies between banking and telecoms, through cross-selling (telephone financing, banking packages including telephony, etc.); hence the idea of bringing the activities together in certain countries.
- The objective of this reorganisation is also to **industrialise the bank's capacity to launch new financial services in new countries**; for this purpose, a development team would be centralised in this new mutualised structure, making it possible to open new subsidiaries in Europe more quickly.

MARKET PERSPECTIVE

- Orange had studied the possibility of bringing BNP Paribas into the capital of Orange Bank last year. The operator finally abandoned the idea of a co-investor. Orange Bank will therefore be in direct competition with other European digital banking players, such as Nickel.
- Orange Bank in figures :
- 1.4 million individual customers in France and Spain, most of whom have chosen the bank's paid-for offer, which validates its strategic shift away from free banking.
- 300,000 professional customers, a priority segment since the acquisition of Anytime.

Source : [Le Monde](#)



Apple is working on its own payments structure

UNITED STATES

The financial group Bloomberg has revealed new plans for Apple to strengthen its position in the financial services market. According to undisclosed sources, Apple is considering creating a new structure dedicated to payments. This is a big step for the web giant, which will thus gain independence in this area.

FACTS

- Apple's future structure would be entirely dedicated to payments and financial services. It would be completely internalized and would allow Apple to work autonomously on the future payment services that the group would like to deploy.
- Apple would thus undertake to :
 - process payments in-house,
 - assess credit risks,
 - analyse fraud,
 - provide customer service.
- Apple's plan, called "Breakout", is expected to take several years to complete.

CHALLENGES

- **Consolidate its financial shift:** Apple has opened up its activities outside of hardware manufacturing over the years. Its shift towards financial services, now consolidated, was already a long time in the making. In addition to peer-to-peer payment and a wallet, the web giant has been offering its Apple Card since 2019 and is strengthening its credit-related business by also tackling the BNPL market in July 2021. Since then, Apple has given a boost to its financial strategy by turning its smartphones into EFTPOS, before announcing the purchase of Credit Kudos more recently.
- **Gaining independence:** Like the Apple Card, launched with Goldman Sachs, Apple has so far been dependent on partners and FinTechs to expand into the financial services market. Its new structure should above all enable it to internalise skills.
- **Bringing the Apple wallet to product status:** This strengthened strategy in financial services illustrates the objectives of the group which, like its Chinese counterparts, is developing products that are almost independent of each other and which will soon be aggregated into the super app ecosystem that is IOS. Indeed, in addition to new perspectives in the field of payment, Apple wallet is in the process of opening up to identification services for its customers and has just taken a big step in this direction in the United States.

MARKET PERSPECTIVE

- New pressure is being put on Apple by developers, regulatory bodies and even Europe on two particularly problematic points relating to its dominant position in payments within its ecosystem and, more generally, its anti-competitive practices in e-commerce, Internet search and the Cloud.
- The Digital Markets Act (DMA) has just been passed as a new, more restrictive European legislation for Gafam.

Source : [Bloomberg](#)



Crypto-currencies & CBDCs

When an NFT marketplace accepts classic cards

UNITED STATES

The American marketplace dedicated to NFTs, OpenSea, has just announced that it will now accept more traditional means of payment to allow Internet users to buy crypto-assets. It is thus moving away from dependence on crypto-currencies and, above all, working towards the democratisation of non-fungible tokens (NFTs).

FACTS

- OpenSea announced its partnership with MoonPay, a specialist company providing infrastructure for developers. It allows them to accept credit cards directly, to validate the purchase of crypto-assets.
- This partnership leads to the integration of MoonPay's solutions into the OpenSea platform. More than crypto-currencies, MoonPay's solution will therefore allow the direct purchase of NFTs, without necessarily going through the previously mandatory phase of converting assets into crypto-currencies.
- OpenSea's customers, who buy NFTs, will no longer be required to hold crypto assets to buy NFTs. They will soon be able to pay directly on the platform with their MasterCard, American Express or Visa cards, or their Apple Pay or Google Pay wallet.
- The functionality will be rolled out in phases, first to selected users and then gradually to all users of the OpenSea platform.

CHALLENGES

- **Participating in an evolution already underway:** Payment cards that allow the purchase of NFTs are an innovative concept, but not a new one. MasterCard was already positioning itself in January with a similar solution, in partnership with Coinbase.
- **Democratising NFTs:** MoonPay announced its diversification into NFTs last January. Thanks to it, OpenSea is taking a step ahead by not remaining dependent on the democratisation of solutions offered by specialists. The platform is opening up widely to allow more Internet users to enter the NFT market, gaining many new potential customers in the process.

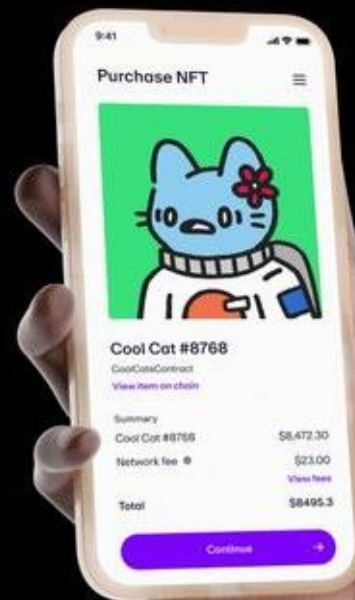
MARKET PERSPECTIVE

- The NFT market is still very young, but it is already attracting historical financial services players. Anxious not to miss out on the crypto-asset trend, more and more of them are positioning themselves.
- However, it is the American scheme Visa which recently took a lead in terms of atypical positioning, by launching a new programme entirely dedicated to NFTs. Visa said that it saw this market as a new and growing e-commerce area. Visa also made headlines last August when it bought an NFT CryptoPunk.
- OpenSea is already one of Time's 100 most influential companies, and its efforts to democratise NFTs should help it retain this position.

Source : [Blog](#)

Buy NFTs with your card.

 MoonPay   OpenSea



Meta is reportedly working on a new digital currency

UNITED STATES

While the Diem digital currency project has met with resistance, which led Meta to abandon its launch last year, the company has not given up all forms of prerogatives in this area. There are rumours of a new project called "Zuck Bucks", which would be an internal currency aimed at facilitating purchases and credits within the various platforms of the group. This is another illustration of the interest in digital currencies to underpin transactional exchanges within digital platforms.

FACTS

- The web giant is currently letting the rumour mill run with the rollout of "Zuck Bucks", the internal code name given to Meta's next digital currency by the group's employees.
- It is Meta's financial entity, Meta Financial Technologies, that is currently working on the design of this new "in-house" currency. The programme includes digital tokens and coins, as well as loan services embedded in the group's social applications.
- For its currency, no recourse to the blockchain this time, Meta would bet on the launch of an integrated crypto-currency managed centrally by the group itself. It would allow purchases to be made on the Facebook or Instagram networks but also within the Metaverse.
- Concerning the credit offer, Meta is already working with partners to eventually offer loans at attractive rates to small businesses.
- The launch of a pilot to publish and share NFTs on Facebook is also planned for mid-May.
- Finally, Meta is also said to be working on the creation of "social tokens" or "reputation tokens", which could be issued as a reward for significant contributions in Facebook groups, for example, or given to influencers for their work.

CHALLENGES

- **Bypassing the authorities:** Novi eventually succumbed to the attacks of institutional actors and was only launched in a reduced format compared to Meta's original ambitions. Nevertheless, the interest of a private currency remains for the social network group. That is why it is not surprising that the group perseveres with this project of an internal digital currency limited to the Meta universe and therefore to integrated purchases.
- The launch of a currency dedicated to integrated purchases represents **a difficult step backwards for Meta and Facebook**. The group could indeed boast of innovating with its Facebook Credits in 2010, which is no longer the case today.
- **Supporting its business model:** The undisputed giant of social networks for several years, Facebook has lost its hegemony, particularly as younger people have turned away from its platform. The social media group is now looking for new alternative sources of revenue and is banking heavily on social commerce and the Metaverse.

MARKET PERSPECTIVE

- The information on the "Zuck Buck" is still unofficial, coming from internal informants.
- Meta saw its stock market valuation cut by more than \$220 billion last February. Recently, Facebook has also seen a decline in the number of active users, a first in its history.

Source : [Financial Times](#)

